

## Media Release

### Massive Toy Sale Hopes to Bring Christmas Early to 630 CHED Santas Anonymous

#### FOR IMMEDIATE RELEASE

**Edmonton – June 13** – Western Canada’s leading toy wholesale distributor is having a massive toy blowout sale in hopes to garner donations for 630 CHED Santas Anonymous and other non-profit organizations.

For three whole weeks, CMS Famous Toys will open a 17,000 square foot warehouse to the general public. Brand name items such as Hot Wheels, Barbie, Little Tikes, Fisher-Price, Mattel, Playskool, LEGO, Crayola and more will be substantially reduced, with other in-store specials and giveaways taking place over the opening weekend.

Items including toys, party supplies, stationery, back-to-school products and other seasonal goodies will be up for grabs. “We have everything from books to toys to educational games and puzzles,” says the Director of Retail Development, Tony Hugens. “Now is the time to take advantage of all the great deals...before the crazy holiday season starts up again.”

Doors officially opened on Thursday, June 9<sup>th</sup>, and early bird customers had exclusive access to limited items, such as McFarlane figures, Polly Pocket, Transformers, Pokémon, Bakugan, Zhu Zhu Pets and other brand name toys.

With unbeatable savings, Chief Kid, Richard Pierson anticipates a generous amount of support. “Edmonton is a giving city, filled with caring individuals who work together to help those less fortunate. This sale is a win-win. The customer gets some great deals on brand name products, and we’re able to gather donations for a much-needed cause”.

The Massive Toy Blowout runs until June 25<sup>th</sup>. The warehouse is located on the west end at 16806-104 A Avenue, near the Mayfield Hotel. Ample parking will be available. 630 CHED Santas Anonymous bins will be onsite for donations for the duration of the sale.

*Famous Toys is Western Canada’s leader in the distribution and marketing of Children's Toys and General Merchandise. We provide an energetic sales force to stores across Canada, offering the best in customer service sales force technology. Our goal is to provide a consistent level of service that generates profit and excitement to our customers.*

- 30 -

For additional information please contact:

Tony Hugens  
Director of Retail Development  
thugens@cmsfamoustoys.ca  
p. 780.442.3529