

Media Advisory

Giant Toy Sale Hopes to Garner Early Donations for 630 CHED Santas Anonymous

Beginning June 9, 2011, CMS Famous Toys will host a massive toy blowout sale, with donations being accepted for 630 CHED Santas Anonymous. At a time when economic hardships have taken a toll, the need to gather donations for a cause that brings children in need so much joy, is imperative. A 17,000 square foot warehouse will be open to the public, where CMS will offer enormous deals on brand name toys such as Lego, Playskool, Little Tikes, Fisher-Price and more. Hourly specials and prize giveaways will also be held over opening weekend. CMS hopes to collect early Christmas donations for 630 CHED Santas Anonymous through onsite activities, including an opening day Breakfast and BBQ, which will also raise funds for other non-profit organizations. Please join us to find out more about this exciting sale.

WHO: CMS Famous Toys

WHAT: Massive Toy Blowout Sale

WHEN: Thursday, June 9, 2011 through Saturday, June 25, 2011

WHERE: CMS Warehouse

16808-104 A Avenue NW, Edmonton, AB

WHY: To offer customers exclusive deals on top name brands, while garnering donations for 630 CHED Santas Anonymous

HOW: Interviews and photograph opportunities available on opening day.

CMS 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.

For additional information please contact:

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