

INDIGOKIDS UNVEILS TOP KID'S TOYS FOR HOLIDAY 2013

20 Unforgettable Toys That Will Make Play Time Imaginative, Rewarding and Fun

Toronto, ON (October 30, 2013) – Indigo, Canada's leading specialty retailer for kid's gifts, is pleased to announce its Top Toys of 2013 list for kids featuring an incredible selection of unique toys that will ignite imagination and discovery in kids of all ages; available in-store and online at IndigoKids.ca.

"We have scoured the world to bring the best toys, games, activities and arts and crafts for holiday to Indigo. Our focus this year is on the best products, at the best prices, for every child on your list. From top trends, to proven classics, IndigoKids is your one-stop magical holiday shop for all your gifting needs," says Grant Chapman, Vice President IndigoKids.

IndigoKids delivers a dynamic retail environment that makes it easy to find an unforgettable gift that will make play time, imaginative, rewarding and fun. Along with free holiday wrap in-store, shop early and take advantage of our 20% discount in-store and online on all toys from Nov. 2-6. For parents who prefer online shopping at IndigoKids.ca, most purchases of more than \$25.00 will ship free across Canada.

IndigoKids Top 20 Toys for 2013 (by age)

0-2 Years:

[Alex Jr. Busy Bead Maze Race Around](#) (\$69.95) – Heather's Pick

Get ready for a day at the races! Little ones move chunky bead pieces shaped like a car, plane, bus and trucks around the colorful maze. A great early learning toy for developing visual stimulation, hand eye coordination and cause and effect. For ages ten months and up.

Mighty Band (\$39.95) – Heather's Pick, Exclusive to IndigoKids!

Hape's Mighty Band is an all-in-one musical platform for budding musicians that includes a wooden drum, a cymbal, a guiro, a xylophone, two drumsticks, and a clapper. The entire set is made to Hape's high quality standards with solid Maple, and Baltic Birch plywood finished with child-safe paints. For ages 18 months and up.

[Sesame Street Big Hugs Elmo](#) (\$69.95) – Heather's Pick

There are so many ways to play with Sesame Street Big Hugs Elmo with 50+ animated sounds and phrases! When preschoolers give Elmo a great big hug, he'll hug back, say fun phrases or sing a sweet song about hugs! Press Elmo's left foot and he will invite little ones to join in on 1 of 4 imagination activities. For ages 18 months and up.

Red Frog/Green Frog (\$19.95) – Heather's Pick

The perfect cuddling companion! Snuggle up with one of these over-sized plush frogs and a good book, and you're all set. For ages two years and up.

3-4 Years:

KidKraft Rocket Ship Playset (\$129.95) – Heather's Pick

This deluxe rocket ship lets kids explore outer space without even leaving the house. Playset features two glow-in-the-dark moon craters, working elevator, two space vehicles for exploring, a removable ramp for astronauts to drive their vehicles on board and more than 25 colorful play pieces like astronauts, robots and aliens. For ages three years and up.

Schoenhut Jr. 5 Piece Drum Kit (\$219.95) – Heather's Pick

For a Junior Rock Star not yet ready for full-sized drums. Has great sound with the same features as a professional kit. The drum set adjusts in height, angle, and tilt, and "grows" with your child. Rugged hardwood shells, chrome-plated steel hardware. For ages three years and up.

LeapPad2™ Monsters University Bundle (\$139.95)

Get into the Disney/Pixar Monsters University spirit with this monsterized LeapPad2, \$20 Digital Download Card, 2 Sticker Sheets, 7 Wacky Wallpapers, Eye-mazing Gel Skin and Cleaning Cloth. The award-winning LeapPad2™ inspires kids to create, learn, and explore with front & back cameras and video recorders, 4GB of memory, motion sensor, and a library of 800+ games, eBooks, videos, music and more. For ages three years and up.

KidKraft Modern Espresso Kitchen (\$129.95) – Exclusive to IndigoKids!

Any young chef that likes to help mom and dad with the cooking is sure to love our Modern Toddler Kitchen. It's so much fun coming up with yummy recipes! Microwave and oven open and close, knobs click and turn. Convenient storage space below the sink. Large enough that multiple children can play at once. For ages three years and up.

Mini Kick Scooter Green/Red (\$99.95) – Heather's Pick

The mini kickboard is the quality scooter for young children. Its unique 'lean-and-steer' design allows children to direct the scooter by using their body weight to curve from side to side. The mini kickboard makes scooting fun for young children and helps them to develop their balance, coordination and motor skills. For ages three and up.

Green Toys Ferry Boat (\$24.95)

Set sail with the Green Toys™ Ferry Boat for a quick bathtub excursion or an extended trans-pool voyage. Made from 100% recycled plastic milk jugs that save energy and reduce greenhouse gas emissions, this craft is ideal for any body of water – durable, buoyant, and dishwasher safe. The hull also detaches for easy cleaning. Packaged using recycled and recyclable materials and printed with soy inks. For ages three years and up.

4-8 Years:

Quadrilla Whirl & Twirl (\$119.95) – Exclusive to IndigoKids!

This marble run from Hape jettisons marbles around crazy curves and speedy straightaways. Whirl & Twirl is crafted with high quality birch and rubber wood for long-lasting dizzying marble fun! For ages four years and up.

Classic Pac-Man Connect and Play (\$29.95)

Bandai's Pac-Man Connect and Play brings back your favorite classic video games right to your television. The battery-operated old school joystick connects to your TV. The unique Pac-Man shaped controller is designed like the original game controllers. For ages four years and up.

Colour Your Own Igloo (\$24.95) – Heather’s Pick

No snow on the ground? No problem! This single-piece cardboard igloo comes ready to play in and easily folds for quick put-away. The white walls inside & out are ready for your kids to colour, paint or glue decorations on.

8-10 Years:

Adventure Time Monopoly (\$39.95)

Join best buds and top notch adventurers Finn and Jake on a journey to claim the Land of Ooo and beyond with the Adventure Time Collector's Edition of MONOPOLY. Includes 6 custom tokens: Ice King's Crown, Princess Bubblegum, Jake, Finn, Lumpy Space Princess, Tree Trunks. For ages eight years and up.

Rainbow Loom (\$18.95) – Heather’s Pick

Make funky and fun patterned bracelets, hair clips and other small accessories with colourful rubber bands! This set comes with everything you need to make up to 24 bracelets. For ages eight years and up.

Spirograph Deluxe Kit (\$39.95)

Since it was first introduced in 1965, Spirograph has made it possible for aspiring artists of all ages to create beautifully intricate designs. The deluxe set includes carrying case and work station, and comes with everything you need to make amazing designs. For ages eight years and up.

Microscope & Telescope Set (\$49.95) Exclusive to IndigoKids!

The 100 Power HD Telescope with Diagonal Mirror and Tripod is an Astronomical Telescope with a wide-angle eyepiece for easy viewing, and a quick and precise focusing mechanism. For ages eight years and up.

Fashion Angels Design Super Set (\$24.95)

Create a clothing collection of runway-worthy pieces and learn about garment construction with the Fashion Angels Tapeffiti™ Fashion Design Set. Choose one of the 15 clothing patterns and use Tapeffiti decorative tapes to cover them any way you like. Cut out the pattern and match the numbered dots to construct your garment around the mannequin or dress forms. For ages eight years and up.

10+ Years:

LEGO Minecraft (\$44.95)

Build a mini model of the game that’s sweeping the Internet with a LEGO® microbuild version of Minecraft! This build features a cool design with lots of 1x1 LEGO tiles and 2 buildable Micromob characters: Steve and Creeper. For ages ten years and up.

LEGO Mindstorms Ev3 (\$399.95) – Heather’s Pick

Create and command robots that walk, talk, think and do anything you can imagine. Grab the enclosed remote control and take on challenging ready-made missions or download the free app and command your robot using your smart device.

Indigo

Books & Music Inc.

About Indigo Books & Music Inc.

With books always at our heart and soul at Indigo we are about telling stories and creating experiences. Indigo is Canada's largest purveyor of ideas and inspiration to enrich your life, with books, specialty toys, gifts and lifestyle enhancing products that affordably offer intrinsic quality, beauty and timeless design. As the largest book and specialty retailer in Canada, Indigo operates in all provinces under different banners including Indigo Books & Music; Indigo Books, Gifts, Kids; IndigoSpirit, Chapters, The World's Biggest Bookstore, and Coles and online at www.indigo.ca.

Indigo Books & Music Inc. founded the Indigo Love of Reading Foundation in 2004 to address the underfunding of public schools, their libraries and the resulting literacy crisis. Every year the Indigo Love of Reading Foundation commits \$1.5 million to high-needs elementary schools so they can rebuild their libraries with the purchase of new books and education resources. The annual Adopt a School program brings Canadian communities together to raise additional funds putting thousands more books into the hands of children at hundreds more elementary schools annually. To date the Indigo Love of Reading Foundation has committed more than \$13.5 million to more than 150 schools nationally.

-30-

For media requests, more information or images please contact:

[Alex Thomson](#)

Manager, Public Relations

Indigo Books & Music

O: 416-263-5152