



## INDIGOKIDS ANNOUNCES THE TOP 10 KIDS' BOOKS AND TOYS FOR THE 2015 HOLIDAY SEASON

---

*IndigoKids is poised to please this holiday season with thrilling reads, exciting new toys and best-in-class brands.*

Toronto, ON (Oct 28, 2015) – Indigo (TSX: IDG), Canada's leading retailer of books, edutainment, toys, lifestyle, ideas, and inspiration, is delighted to announce its top 10 list of children's books and toys for the 2015 holiday season. Whether the child on your list is inspired by classic literature or the latest *Diary of a Wimpy Kid*, robotics and technology, or design and creative play, our IndigoKids team is proud to carry the very best selection of books and toys in Canada.

"IndigoKids truly comes alive during the holidays. Our shelves are stocked with the most wow-worthy gifts, our space is warm and inviting, and our staff are absolute experts," said Lesley Nightingale, Vice President, IndigoKids. "Our top 10 picks for books and toys reflect our continued commitment to deliver the best of the best to Canadian children and their families from coast-to-coast."

IndigoKids delivers a dynamic retail environment that makes it easy to find an unforgettable gift that will make play-time imaginative, rewarding and fun. IndigoKids offers stress free services such as free gift wrap in stores and free shipping with a minimum spend of \$25 online. Customers can also visit our online shop to easily find the latest [Heather's Kids Picks](#) and shop by [age](#), [brand](#), [price](#) or [new arrivals](#).

### TOP 10 MOST WANTED BOOKS

1. [The Day the Crayons Came Home](#) by Drew Daywalt, illustrated by Oliver Jeffers, \$21.99 (Ages 3-6)

Duncan's crayons sure are a colorful bunch of characters! Having soothed the hurt feelings of one group of crayons who threatened to quit, Duncan now faces a whole new group of crayons asking to be rescued. Each and every crayon has a woeful tale to tell and a plea to be brought home to the crayon box. Already a customer favourite, *The Day the Crayons Came Home* is the companion to the #1 blockbuster bestseller, *The Day the Crayons Quit*.

2. [The Blackthorn Key](#) by Kevin Sands, \$21.99 (Ages 9-12)

Following a series of murders, an apothecary's apprentice must solve puzzles and decipher codes in pursuit of a secret that could destroy the world in this suspenseful debut novel. Look forward to heart-stopping adventure rich with suspense, mystery, and unforgettable characters. This is an incredible novel for the teen reader on your list whose favourite books are full of fantasy, mystery and magic.

3. [\*Harry Potter and the Philosopher's Stone: Illustrated Edition\*](#) by J.K. Rowling, illustrated by Jay Kim, \$49.99 (Ages 9+)

A must for any Harry Potter fan or collector, this full-colour illustrated edition of J.K. Rowling's *Harry Potter and the Philosopher's Stone* with breathtaking illustrations by Jim Kay, winner of the Kate Greenaway medal, is guaranteed to thrill and delight. Prepare to be spellbound by Jim Kay's dazzling depiction of the wizarding world and much loved characters in this illustrated hardback edition of the nation's favourite children's book.

4. [\*I Wish You More\*](#) by Amy Krouse Rosenthal, illustrated by Tom Lichtenheld, \$19.99 (Ages 2-5)

A New York Times bestseller and Heather's Pick! Some books are about a single wish. Some books are about three wishes. The infallible team of Amy Krouse Rosenthal and Tom Lichtenheld have combined their extraordinary talents to create this exuberant book of endless good wishes. Wishes for curiosity and wonder, for friendship and strength, laughter and peace. This sweet and uplifting book is perfect for wishers of every age.

5. [\*Magnus Chase And The Gods Of Asgard: Book 1 The Sword Of Summer\*](#) by Rick Riordan, \$19.99 (Ages 9-12)

Magnus Chase has always been a troubled kid. Since his mother's mysterious death, he's lived alone on the streets of Boston, surviving by his wits, keeping one step ahead of the police and the truant officers. One day, he's tracked down by an uncle he's never met – a man his mother claimed was dangerous. His uncle tells him an impossible secret: Magnus is the son of a Norse god. To prevent doomsday, Magnus must search the Nine Worlds for a weapon that has been lost for thousands of years, and must make fatal decisions along the way. A great pick for fans of Percy Jackson.

6. [\*The Princess and the Pony\*](#) by Kate Beaton, \$19.99 (Ages 3-5)

Princess Pinecone knows exactly what she wants for her birthday this year: a horse! A big horse, a strong horse, a horse fit for a warrior princess! But when the day arrives, she doesn't quite get the horse of her dreams. For anyone who's ever been saddled with a truly terrible present, *The Princess and the Pony* is a laugh-out-loud story of overcoming first impressions and falling in love with one unforgettable roly-poly pony. From Kate Beaton, a major new picture book talent, and author-illustrator of #1 New York Times bestseller *Hark! A Vagrant!*

7. [\*Dinoblock\*](#) by Christopher Franceschelli, illustrated by Peskimo, \$20.95 (Ages 1-3)

Following in the footsteps of *Alphablock* and *Countablock*, *Dinoblock* features thick pages cut into the shapes of dinosaurs! Readers will be introduced to more than 20 different kinds of dinos via die-cuts of their unique silhouettes. As children touch the pages, they can guess the dinosaur on the page and appreciate the uniqueness of its silhouette. A final gatefold delivers a roundup of all the dinosaurs included. This hands-

on approach, delivered in colorful pages by hip British design team Peskimo, makes for an immersive, age-appropriate introduction to a favorite topic of childhood, and a favourite holiday gift.

8. [The Princess in Black and The Perfect Princess Party](#) by Shannon Hale and Dean Hale, illustrated by LeUyen Pham, \$14.99 (Ages 6-8)

Today is Princess Magnolia's birthday party, and she wants everything to be perfect. But just as her guests are arriving . . . Brring! Brring! The monster alarm! Princess Magnolia runs to the broom closet, ditches her frilly clothes, and becomes the Princess in Black! Inconvenient monster alarms, a sparkly array of princess guests, and spot-on slapstick pacing make for a party readers will celebrate and love to read as a family. This is a perfect first chapter book for new readers.

9. [Roller Girl](#) by Victoria Jamieson, \$14.99 (Ages 9-12)

For most of her twelve years, Astrid has done everything with her best friend Nicole. But after Astrid falls in love with roller derby and signs up for derby camp, Nicole decides to go to dance camp instead. And so begins the most difficult summer of Astrid's life as she struggles to keep up with the older girls at camp, hang on to the friend she feels slipping away, and cautiously embark on a new friendship. In her graphic novel debut, real-life derby girl Victoria Jamieson creates an inspiring coming-of-age story about friendship, perseverance, and girl power!

10. [How to Tell a Story](#) by Daniel Nayeri, illustrated by Brian Won, \$26.95 (Ages 4+)

Introducing an incredible storytelling package — a full-color, 144-page book paired with a collection of 20 six-sided, beautifully illustrated storytelling cubes that make it easy for any imaginative child (and that is every child) to start creating wonderful stories. *How to Tell a Story* combines the surprising whimsy of Mad Libs with the compelling fun of colour-coded storytelling cubes. Its exercises and games will have readers mastering the basics of storytelling while exercising their creative muscles. And who knows where that journey will end? This book makes a great pick for interactive family time.

## TOP 10 TOYS OF THE SEASON

1. [BB-8 App-Enabled Droid by Sphero](#), \$189.95 (Ages 8+)

Meet BB-8™ - the app-enabled Droid™ that's as authentic to Star Wars as it is advanced. BB-8 has something unlike any other robot - an adaptive personality that changes as you play. Based on your interactions, BB-8 will show a range of expressions and even perk up when you give voice commands. Set it to patrol and watch your Droid explore autonomously, make up your own adventure and guide BB-8 yourself, or create and view holographic recordings.

2. [StarLily, My Magical Unicorn](#), \$149.95 (Ages 4+)

You'll have a "magical" walking buddy with this adorable, snuggly StarLily, My Magical Unicorn pet! She's a friendly unicorn with an amazing horn that lights up in different colours! The more you play with her, the stronger her powers become and the more she responds to you. She needs tender loving care, so you'll love to feed her Sugarberry treat and then braid and style her hair. Your adventures will always be spectacular with your StarLily, My Magical Unicorn pet!

3. [Interactive Jedi Master Yoda](#), \$199.95 (Ages 4+)

Small in size but wise and powerful, Yoda has trained Jedis like Luke Skywalker for over 800 years. Now it's your turn as Interactive Jedi Master Yoda guides you on the path to becoming a Jedi Master. Standing an impressive 16 inches tall, Yoda's dynamic motorized body movement and full voice recognition make him the most realistic Star Wars toy ever. He speaks 115 phrases that will lead you to Jedi Wisdom and Lightsaber mastery. And with dynamic 360-degree movement, Yoda comes to life with never-before-seen Lightsaber action!

4. [Shopkins Supermarket Scramble](#), \$19.95 (Ages 5+)

In the new Shopkins Supermarket Scramble board game, race your Shopkins around the supermarket visiting Fruits and Veggies, Dairy and the Frozen Foods section. Collect a token at each of these locations before braving the Sundae Summits as you move toward the Bakery for one more Shopkins token! Be the first player to collect one of each kind of Shopkins tokens and to reach the Finish space to claim victory. Watch out for Runaway Cart spaces that scoot you to different departments in the supermarket! Includes four collectable Shopkins characters, two of which are exclusive to this game.

5. [Playmobil NHL Arena](#), \$69.95 (Ages 5+)

Jump into the action with the Playmobil NHL Hockey Rink! Take control of an Eastern or Western All-Star Player and skate around the rink! Skate and deke your opponent to get the perfect shot on net. Recreate classic games to win the Stanley Cup. Set comes with 2 Skaters, 2 Goaltenders, 4 Pucks & 2 Nets. Also includes graphics for the boards as well as logos of the 30 NHL teams. Interactive play includes puck shooting action and puck stopping Goalie action.

6. [American Girl Grace Thomas – Doll and Book](#), \$164.00 (Ages 8+)

The 2015 Girl of the Year Grace Thomas has sparkling blue eyes that open and close, a sprinkling of freckles on her nose, and long dark brown hair with side-swept bangs and a tiny accent braid. She comes in a white top with a sparkly Paris graphic and a pink skirt with a black bow on the front. She wears a charm bracelet that Mom gave her. Also included are her gray ankle boots with gathered straps and bows on the sides, plus the Grace paperback book.

7. [Bruder John Deere Log Hauler](#), \$99.95 (Ages 3+)

The John Deere Log Hauler is a four-axle forwarder can transport felled tree trunks through impassable terrain and load and unload its freight autonomously. It uses a revolving and swiveling loading crane with an automatically closing grabber for this. The already very good off-road capability of the John Deere forwarder is improved even further by the four oscillating axles. The John Deere forwarder is the ideal vehicle for hours of forestry fun.

8. [GoldieBlox Ruby Rails](#), \$26.95 (Ages 4+)

Goldie's tech-savvy and stylish BFF Ruby Rails is ready to head out on a skydiving adventure. She has fully-articulated joints, hands that grip, and a kit to build her coder backpack and working fabric parachute - all she needs is you. Ruby helps teach engineering principles (aerodynamics), build spatial skills and boost confidence in problem-solving. An absolute must for kids who love to design, and a perfect family project for parents and kids!

9. [Paw Patrol Vehicle](#), \$69.95 (Ages 3+)

All paws on deck! The Paw Patroller is the ultimate rescue vehicle and is perfect for making sure that the Paw Patrol team can get to new exotic adventure locations. The Paw Patroller comes with Ryder and his ATV vehicle, can hold 3 Paw Patrol vehicles inside and can display 6 vehicles when open. Your patrolling will be just like the show when you hear the Paw Patroller's authentic Paw Patrol sound effects. Inside you'll discover a real working elevator to take the pup vehicles up to Ryder's Command Center!

10. [Meccano Meccanoid G15 Personal Robot](#), \$209.95 (Ages 10+)

When you build a Meccanoid G15 Personal Robot, you're building a friend. It's easy to assemble, just use the real tools included. When you're all done building Meccanoid's frame and have plugged in the batteries, it will use its Meccabrain to guide you through connecting its motors. As with any Meccano product, you can take the pieces apart and re-create. Rebuild Meccanoid as a dinosaur, or anything else you can dream up. With your imagination and 600 parts to play with, there's no limit to the fun you can have!

For images or additional information please contact:

Kate Gregory  
Manager, Public Relations  
Indigo  
kgregory@indigo.ca  
(416) 364-4499 ext 6659