



## “MAKE IT MERRY” FOR EVERYONE ON YOUR LIST THIS HOLIDAY SEASON WITH THE BEST BOOKS AND GIFTS FROM INDIGO

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Toronto, ON (November 15, 2016) – Indigo (TSX: IDG), the world’s first cultural department store, is thrilled to “Make it Merry” for Canadians this holiday season. Indigo’s in-house experts have created the ultimate gift lists with the most in-demand items of the season to make gift giving joyful and stress-free. From the hottest books and toys, to the latest décor and so much more, Indigo’s shelves are stocked with gifts for everyone on your list.

Look to Indigo’s 5 tips for stress-free shopping to make the holiday season joyful. Among other highlights, customers look forward to joy-enhancing services like free gift wrap at IndigoKids, free shipping to any store, and 24/7 expert advice at the touch of a smartphone.

### **Indigo’s Top 5 Tips for Joyful Holiday Gifting:**

1. **Ask the experts.** Indigo’s knowledgeable and friendly staff are always happy to provide gift recommendations in-store. Our virtual gift advisor #AskIndigo, is available to provide gift and book recommendations on Twitter 24/7.
2. **Shop early.** Get a head start on shopping with Indigo’s **Very Merry Black Friday Event**. Running in-store ONLY from Thursday November 24<sup>th</sup> to Sunday November 27<sup>th</sup>, customers will love the exclusive deals on the best books, toys, tech, speciality brands and inspiring gifts at all Indigo, Chapters and Coles locations. Visit [indigo.ca](http://indigo.ca) on Wednesday November 23<sup>rd</sup> at 9:00am EST for the sneak peek reveal of all the great deals.
3. **Get Inspired.** The IndigoKids holiday gift guide is now available in-stores, with special offers inside. Or, view digital gift guides for [kids](#) and [adults](#) at [indigo.ca](http://indigo.ca). There’s no better way to discover the season’s hottest books, gifts, toys and trends for every kid on your list.
4. **Make it easy.** Enjoy FREE in-store gift wrapping for all kids’ presents at IndigoKids. Ship to a local store for free with no minimum spend, or ship to home with a \$25 minimum spend. Returns are as easy as 1-2-3, and absolutely free.
5. **Be rewarded.** While shopping for gifts, customers can also treat themselves by earning points for every eligible dollar spent in-store and online with plum® rewards. Not a member? Don’t miss out for the holidays. Sign up today at [indigo.ca/plumrewards](http://indigo.ca/plumrewards)

### **Top 10:**

Find lists of the Top 10 books, kids’ books, toys, and gifts for the whole family below. Pair two or more items to create a thoughtful gift bundle, and tie it all together with gorgeous gift wrapping and a handwritten note all available at Indigo.

### **Best Books for Gifting**

These are the [most sought-after books](#) this holiday season.

# Indigo

1. [99: Stories of the Game](#) by Wayne Gretzky
2. [Born to Run](#) by Bruce Springsteen
3. [Canada](#) by Mike Myers
4. [The Girl with the Lower Back Tattoo](#) by Amy Schumer
5. [The Best Kind of People](#) by Zoe Whittall
6. [The Girl on the Train](#) by Paula Hawkins
7. [Harry Potter and the Cursed Child Parts One and Two](#) by J.K. Rowling, Jack Thorne and John Tiffany
8. [Game of Thrones: The Illustrated Edition](#) by George R.R. Martin
9. [Fantastic Beasts and Where to Find Them: The Original Screenplay](#) by J.K. Rowling
10. [Oh She Glows Every Day](#) by Angela Liddon

## **Gifts for Her**

Whether shopping for mom or best friend, make her feel special with the perfect gift.

1. [Plaid Wrap – Black Multi-Shade](#)
2. [Super Soft Yarn Dyed Scarf – Red, Black & White](#)
3. [Matt & Nat Brave Backpack – Black](#)
4. [Cable Knit Gloves – Light Pink](#)
5. [Faux Fur Tipped Reading Socks – Grey](#)
6. [Faux Fur Long-Hair Throw – Dark Grey](#)
7. [Perfect Tea Mug – Pink with Gold Feather](#)
8. [S'well White Marble Water Bottle – 17 oz.](#)
9. [Voluspa Lidded Glass Jar Candle – Makassar Ebony & Peach](#)
10. [Kate Spade New York Thermal Mug – Gold Stripes](#)

## **Gifts for Him**

Give guys [stylish essentials](#) they're sure to love.

1. [S'well Teakwood Water Bottle – 17 oz.](#)
2. [Final Touch Rum Roller Glass](#)
3. [Corkcicle 25-oz. Canteen Copper](#)
4. [Homemade Gin Kit](#)
5. [Final Touch Caesar Glasses – Set of 2](#)
6. [Stadium Throw – Red & Black](#)
7. [Canada Mug](#)
8. [RCAF Shoulder Bag – Khaki](#)
9. [Men's Super Soft Scarf – Buffalo Plaid](#)
10. [Men's Holiday Fair Isle Reading Sock](#)

## **Top Teen Books & Gifts**

Discover the [books and gifts](#) teens are buzzing about this holiday.

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1. [Empire of Storms](#) by Sarah J. Mass
2. [Zayn](#) by Zayn
3. [Dan and Phil Go Outside](#) by Dan Howell
4. [Tales from the Shadowhunter Academy](#) by Cassandra Clare
5. [Heartless](#) by Marissa Meyer
6. [S'well White Marble Water Bottle – 17 oz.](#)
7. [My Cinema Lightbox – XL](#)
8. [Keyboard Cover – Plaid](#)
9. [XO Mittens - Ivory](#)
10. [Crystallize Elephant Bracelet – Gold by Foxy Originals](#)

## **Top Kids' Books**

Give kids the books they are asking for this holiday season.

1. [Fantastic Beasts and Where to Find Them: The Original Screenplay](#) by J.K. Rowling
2. [The Darkest Dark](#) by Chris Hadfield
3. [Diary of Wimpy Kid: Double Down](#) by Jeff Kinney
4. [Ghosts](#) by Raina Telgemeier
5. [365 Things To Do With LEGO Bricks](#) by Simon Hugo
6. [Magnus Chase and the Gods of Asgard: Book 2](#) by Rick Riordan
7. [The Crayons' Book of Colors](#) by Drew Daywalt
8. [The Hockey Song](#) by Stompin' Tom Connors
9. [The Princess in Black Takes a Vacation](#) by Shannon Hale and Dean Hale
10. [Canada Year by Year](#) by Elizabeth Macleod

## **Top 10 Toys**

Looking for the perfect gift for an inventor, creator, or musician? Indigo's list of [top 10 toys](#) is sure to thrill kids of all ages and interests.

1. [Meccano Micronoid](#)
2. [LEGO City Fun in the Park Pack](#)
3. [Indigo Exclusive: Minion Pie Face](#)
4. [Indigo Exclusive: Crossover Jr. Sleigh Scooter](#)
5. [Selfie Mic](#)
6. [Sago Mini Portable Playset: Jinga's House](#)
7. [Hatchimals](#)
8. [Paw Patrol Launch n Roll Lookout Tower Track Set](#)
9. [Indigo Exclusive: Kids Make Modern Smarts & Crafts Set](#)
10. [Furreal Friends Torch, My Blazin' Dragon](#)

Visit [indigo.ca](#) to see more lists with great gift ideas for everyone on your list.



**About Indigo Books & Music Inc.**

Indigo is a publicly traded Canadian company listed on the Toronto Stock Exchange (IDG). As the largest book, gift and specialty toy retailer in Canada, Indigo operates in all provinces under different banners including Indigo Books & Music; Indigo Books, Gifts, Kids; Indigospirit; Chapters; and Coles. The online channel, [indigo.ca](http://indigo.ca), offers a one-stop online shop with a robust selection of books, toys, home décor, stationery, and gifts.

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For more information, please contact:

Kate Gregory

Manager, Public Relations, Indigo

[kgregory@indigo.ca](mailto:kgregory@indigo.ca)