



## BE THE HERO THIS HOLIDAY SEASON WITH THE TOP GIFTS KIDS WANT

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*IndigoKids has it all this holiday, from must-read books to the hottest toys and games, and specialty brands like American Girl®, PAW Patrol, and so much more.*

Toronto, ON (Sept 19, 2017) – Indigo (TSX: IDG), the world’s first cultural department store, invites gift-givers from coast-to-coast to ‘be the hero this holiday’ with its premiere list of top gifts that kids really want this season. Find the perfect gift for every child on your list, and enjoy joyful services along the way, including free kids’ gift wrap, free shipping to any one of our stores, and expert advice to help find that perfect gift – all at IndigoKids and indigo.ca.

Feel great giving books and toys that will be on every child’s wishlist this season. In addition, IndigoKids hand selects the very best toys that inspire creativity and imagination; infuse science and math into playtime; and help transform little learners into big thinkers. From STEM gear, games and the hottest new collectibles, to beloved kids’ series and inspirational new books (including the first children’s book from Nobel Peace Prize laureate Malala Yousafzai), this year’s IndigoKids holiday lineup is brimming with gifts kids will love to get, and parents will love to give.

### **Top Kids Gifts This Holiday Season:**

Searching for the perfect gift for the kids on your list? Look no further than Indigo’s list of top gifts sure to thrill kids of all ages.

1. [Dog Man #3: A Tale of Two Kitties](#) by Dav Pilkey, \$12.99
2. L. O. L. – *top secret item!*
3. [Wonder: Movie Tie-In Edition](#) by R.J. Palacio, \$22.99
4. [Nickelodeon Slime Make Your Own Super Slimetastic Fun](#), \$29.95
5. [Canada 123](#) by Paul Covello, \$12.99
6. [Malala’s Magic Pencil](#) by Malala Yousafzai, \$23.49
7. [Diary of a Wimpy Kid #12: The Getaway](#) by Jeff Kinney, \$16.95
8. [PAW Patrol Life Size Lookout Tower](#), \$149.95
9. [littleBits Droid Inventor Kit](#), \$129.95
10. [The Princess in Black and the Mysterious Playdate](#) by Shannon Hale & Dean Hale, \$18.99
11. [LEGO Boost](#), \$199.95
12. [The Wolf, The Duck, and the Mouse](#) by Mac Barnett; illustrated by Jon Klassen, \$22.99
13. [American Girl® - Tenney Grant Doll & Book](#), \$149.00
14. [Harry Potter: A Journey Through a History of Magic](#), \$19.99
15. [PJ Masks Vehicles](#) (Assorted), \$22.95
16. Pokemon - *top secret item!*
17. [Magnus Chase and the Gods of Asgard Book 3: The Ship of the Dead](#) by Rick Riordan, \$19.99
18. [SpinMaster – Soggy Doggy Board Game](#), \$29.95
19. [Ultimate Slime](#) by Alyssa Jagan, \$19.99
20. Hape x Indigo Great Canadian Train Table, \$129.95 – *Indigo Exclusive*



### Stress-free holiday shopping with joyful services

As well as having the books, toys and brands children want most this holiday season, Indigo makes shopping a joyful experience with a no-risk money back guarantee and stress-reducing services.

- **Free Standard Shipping & Returns:** Get free shipping to stores and free returns, even when you spend as little as \$25. Who else makes shopping so easy? For more information, visit [indigo.ca/freeshipping](http://indigo.ca/freeshipping).
- **Free Gift Wrap:** Indigo is stocked for the season with gorgeous wrapping paper, bags, tags and cards. Plus, enjoy FREE in-store gift wrapping for all kids' presents.
- **Personal Shoppers:** Shop in-store to get great advice from our expert staff. Or, visit our virtual gift adviser #AskIndigo 24/7 for more helpful ideas, book recommendations and more.
- **Shop Online:** There's 1000s more gifts online at [indigo.ca](http://indigo.ca) that are not available in store.
- **Be Rewarded:** Earn points for every eligible dollar you spend 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)

For more information on Indigo, please visit [indigo.ca](http://indigo.ca).

### **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  
Senior Manager, Public Relations  
Indigo  
[kgregory@indigo.ca](mailto:kgregory@indigo.ca)