



INDIGO ANNOUNCES ITS TOP KIDS GIFTS FOR 2020

Toronto, ON (October 8, 2020) - Indigo (TSX: IDG), the world's first cultural department store for booklovers, is thrilled to share its picks for the best kids' gifts of 2020. From inspiring books by celebrated children's authors to the latest must-have LEGO sets, each gift is thoughtfully curated by Indigo's expert buyers for kids of all ages.

"It's a year like no other and at Indigo we're here to help parents fill this holiday season with a little extra magic for their children," said Kirsten Chapman, President, IndigoKids. "This year, we've curated a selection of gifts that are highly engaging and interactive, offering hours of playtime. They're gifts we know kids will love, available now to help parents get a head start on their holiday shopping. We want to reduce holiday stress so they can shop safely and find those must-have gifts with ease. We're excited to be able to offer a variety of shopping options to make it as convenient as possible."

To make gift giving a little easier this holiday season, Indigo will offer customers the opportunity to shop their preferred way, with safe and stress free options. Customers can look forward to shopping at indigo.ca 24/7, through the Indigo app, and in-store with industry leading health and safety precautions in place. Indigo will also offer customers the option of shopping online with free same day pick up in stores (curbside pick up available), Instacart delivery in as fast as two hours, and private shopping events for plum® members.

At IndigoKids, parents and gift givers will find meaningful gifts that will inspire independent play and those that will bring everyone together. Get building with the LEGO Super Mario Adventures with Mario Starter Course or shoot hoops with the Franklin Sports Pro Hoops Rebound Game for a little family competition. Curl up with the new graphic novel *Class Act* by Jerry Craft which shows us the importance of diversity and how embracing our differences can bring us together.

With gifts for kids of all ages and interests, IndigoKids takes the guesswork out of holiday shopping. Budding musicians and fashionistas alike will love the L.O.L. Surprise O.M.G. Remix Dolls which come with their very own record player and accessories. Aspiring vets will get a head start with the Schleich Vet Practice with Pets set, exclusive to Indigo.

Customers can shop by age or interest, with hundreds of options in-store and thousands more online. To explore these great gift ideas and more, [click here](#).

Indigo's top 2020 gifts:

Product	Author/Brand	Category	Price	Age
Class Act	Jerry Craft	Books	\$15.99	9+
Super Mario™ Adventures With Mario Starter Course	LEGO	Toys	\$69.99	6+
Dog Man: Grime and Punishment	Dav Pilkey	Books	\$15.99	6+

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Surprise! O.M.G. Remix Doll	L.O.L.	Toys	\$59.99	4+
Anti-Racist Baby	Ibram X. Kendi	Books	\$11.99	0+
Vet Practice With Pets	Schleich	Toys	\$59.99	3+
Diary of a Wimpy Kid: The Deep End	Jeff Kinney	Books	\$17.99	8+
I'm A Wow Ava The Ballerina	I'm A Girly	Toys	\$49.95	3+
The Barren Grounds	David A. Robertson	Books	\$21.99	9+
Gravitrax Pro Set	Gravitrax	Toys	\$99.99	8+
Becoming Brianna	Terri Libenson	Books	\$15.99	9+
Kidizoom Creator Cam	Vtech	Toys	\$79.99	5+
The Barnabus Project	Terry Fan	Books	\$23.99	3+
Fancy Pups	Present Pets	Toys	\$69.99	5+
The Couch Potato	Jory John	Books	\$23.99	3+
Barbie Color Reveal Doll Wave 4	Barbie	Toys	\$24.99	3+
What We'll Build	Oliver Jeffers	Books	\$23.99	3+
Air Hogs Stunt Shot Remote Control Car	Air Hogs	Toys	\$39.99	6+
Goodnight Stories for Rebel Girls	Elena Favilli	Books	\$44.99	6+
Poetry For Neanderthals	Exploding Kittens	Toys	\$24.99	7+
The Bad Guys	Aaron Blabey	Books	\$8.99	6+
Little Genius Starter Kit	Osmo	Toys	\$119.99	3+
Pro Hoops Rebound Game with LED Background	Franklin Sports	Toys	\$199.99	10+
It's So Me! Scrunchie Maker	Horizon	Toys	\$24.99	8+

Joyful Services:

Indigo wants to make shopping a joyful experience with stress-reducing services including:

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- **Free Shipping & Returns:** Shop online and pick up same day with free pick up in store (contactless curbside pick up available) and receive free shipping on orders over \$35, making holiday shopping a breeze! For more information, visit indigo.ca/freeshipping.
- **Personal Advice:** Shop in-store to get great advice from Indigo's expert staff. Or, [#AskIndigo](#) on our website or social media for helpful ideas, book recommendations and more.
- **Shop Online:** Shop 24/7 on indigo.ca with thousands more gifts available online.
- **Be Rewarded:** It pays to be a plum® and plum® PLUS member with early and exclusive access to deals, points earned on every eligible dollar spent in stores and online, and more. Not a member? Sign up today and learn more at indigo.ca/plumrewards
- **Private Shopping:** This holiday season, plum® and plum® PLUS members will have access to exclusive shopping hours before and after the store is open

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About Indigo

Indigo Books & Music Inc. is a publicly traded Canadian company listed on the Toronto Stock Exchange (IDG). Indigo is the world's first Cultural Department Store – a physical and digital meeting place inspired by and filled with books, music, art, ideas, beautifully designed lifestyle products. Indigo believes in real books, in living life fully and generously, in being kind to each other and that stories – big and little – connect us.

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