



Contact Information

Lisa Huie
Manager, Public Relations
Indigo Books & Music Inc.
416-646-8926

Video

INDIGO KIDS LOVE MAKE BELIEVE



CLICK TO PLAY

Embed

`<div style="padding: 0px; r`

INDIGO KIDS LOVE CRAFT TIME



CLICK TO PLAY

Embed

`<div style="padding: 0px; r`

Images



Download



Download

Indigo rolls out more shops, toys and deals for holiday shoppers

Gift Shopping is Easy at Indigo with Thousands of New Toys

November 04, 2010 @ 12:00AM

Toronto, ON – Indigo becomes the country's largest specialty toy retailer with the expansion of Indigo Kids shops at Indigo and Chapters stores across Canada, and the addition of more than 4,000 toys online at [chapters.indigo.ca](#). Gifts for kids top every holiday shopping list and gift seekers are sure to find something for every special someone on their gift list with Indigo's expanded assortment of must-have toys, games and books. From easy-to-shop displays organized by [age and stage](#) in-store, to a dynamic online Gift Finder that helps shoppers discover the ideal gift for kids, tweens and teens, Indigo is making gift giving a happy experience this year.

Shopping and Saving

From 6:00 pm until close on November 9th and 10th, 2010 Indigo and Chapters stores nationally will host exclusive "Mom's Night Out" shopping events where moms can enjoy samples of gourmet holiday confections, toy demonstrations from Indigo Kids Experts as well as savings up to 25% off their purchases. In addition to exclusive shopping events across the country, Toy shoppers will delight in great savings with weekly "Holiday Deals" in-store and the "Deal Zone" at [chapters.indigo.ca](#) brings together all of Indigo's best offers in one easy-to-bookmark spot online. **Combining impressive selection, easy shopping and smart savings, Indigo remains a trusted one-stop-shop for Canadian parents seeking hot toys and gifts this holiday season.**

Indigo's Top Ten Toys

"Kids want fun toys. And parents want toys that are affordable, safe and durable along with great play value," notes Trevor Dayton, VP, Kids and Entertainment, Indigo Books & Music Inc. "We reviewed hundreds of amazing toys, developed a few of our own, let kids take them for a test drive and now we're excited to feature our top toy picks at Indigo and Chapters stores across the country."

- 1 [Lego Creationary](#) – SRP \$44.95
great fun for the whole family (age 7+)
- 1 [My First School Desk](#) – SRP \$19.95
a portable wooden desk for preschoolers
- 1 [Quercetti Sky Rail Roller Coaster](#) – SRP \$39.95
design and build together (age 7+)
- 1 [Green Toys Fire Truck](#) – SRP \$29.95
a classic toddler toy made with recycled plastic
- 1 [Melissa & Doug Grocery Cart](#) – SRP \$59.95
a Heather's Kids Pick
- 1 [Indigo Kids Dollhouse](#) – SRP \$149.95
the ultimate for hours of playing house (age 4+)
- 1 [Filly Princess](#) – SRP \$2.95
this year's hot school yard toy to collect, play and trade
- 1 [Groovy Scrapbook](#) – SRP \$24.95
a 48-page hardcover loaded with accessories (age 6+)
- 1 [I Can Cook](#) – SRP \$22.95
a fun, bright infant toy from Alex Toys
- 1 [My First Zamboni](#) – SRP \$29.95
customizable remote-controlled Zamboni for little hockey fans

In addition to these top picks, holiday shoppers can find helpful reviews and recommendations from other parents online at [chapters.indigo.ca](#) while Indigo Toy experts share insights and updates on the [Indigo Blog](#). Indigo's new website boasts new design, new products and more ways to shop including Wish Lists, Shopping Lists and now free shipping on most online purchases over \$25. **In-store and online Indigo makes it easy for families to find the best, gifts, books and toys for every child at the top of their holiday shopping list.**

Quotes

"Kids want fun toys. And parents want toys that are affordable, safe and durable along with great play value," notes Trevor Dayton, VP, Kids and Entertainment, Indigo Books & Music Inc. "We reviewed hundreds of amazing toys, developed a few of our own, let kids take them for a test drive and now we're excited to feature our top toy picks at Indigo and Chapters stores this season."

TinyURL

<http://tinyurl.com/2wcebe>

Most Recent

- ▶ [Indigo rolls out more shops, toys and deals for holiday shoppers](#)
November 04, 2010 @ 12:00AM
- ▶ [Indigo Books & Music Inc. Announces First-Ever Teen Read Awards](#)
June 22, 2010 @ 12:00PM
- ▶ [Indigo Love of Reading Foundation Tops \\$9 Million in Support of Children's Literacy](#)
May 27, 2010 @ 12:00PM
- ▶ [Indigo Donates Bag Fee Proceeds to WWF-Canada](#)
May 26, 2010 @ 02:00PM



Download

Boilerplate

About Indigo Books & Music Inc.

Indigo is a publicly traded Canadian company listed on the Toronto Stock Exchange (IDG). 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. The online division, www.chapters.indigo.ca, features books, eBooks, toys, music and DVDs, and hosts the award winning Indigo Online Community. Chapters and Indigo are rated as the number one and number two retailers in Canada by the Kubas Major Market Retail Report, and have been on that list since 2000.

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. To date the Indigo Love of Reading Foundation has committed more than \$9 million to 90 schools nationally.

Additional Links

- ▶ [Indigo Books & Music Inc.](#)
- ▶ [Indigo Toys Blog](#)
- ▶ [The Love of Reading Foundation](#)
- ▶ [Mom's Night Out at Indigo and Chapters](#)

 **Technorati tags:** [Alex Toys](#) [Authors](#) [Book retailer](#) [Book store](#) [Books](#) [Canadian](#) [Chapters](#) [Coles](#) [Dollhouse](#) [Easy Filly](#) [Princess Fun](#) [Gifts](#) [Green Toys](#) [Green Toys](#) [Fire Truck](#) [Groovy Scrapbook](#) [I Can Cook](#) [Indigo](#) [Indigo Books & Music Inc.](#) [Indigo Kids](#) [Indigo Kids](#) [Dollhouse](#) [Indigo Love of Reading](#) [Foundation](#) [Infants](#) [Kids](#) [Lego](#) [Lego](#) [Creationary](#) [Love of Reading](#) [Melissa & Doug](#) [Melissa & Doug](#) [Grocery Cart](#) [My First School Desk](#) [My First Zamboni](#) [Novels](#) [Play](#) [Preschoolers](#) [Publishers](#) [Publishing](#) [Quercetti](#) [Sky Rail](#) [Roller Coaster](#) [Quercetti](#) [Toys](#) [Reading](#) [Savings](#) [Shoppers](#) [Shopping](#) [Teen books](#) [Toddlers](#) [Toy retailer](#) [Toy store](#) [Toys](#) [Tweens](#) [Zamboni](#)



 **del.icio.us tags:** [Alex Toys](#) [Authors](#) [Book retailer](#) [Book store](#) [Books](#) [Canadian](#) [Chapters](#) [Coles](#) [Dollhouse](#) [Easy Filly](#) [Princess Fun](#) [Gifts](#) [Green Toys](#) [Green Toys](#) [Fire Truck](#) [Groovy Scrapbook](#) [I Can Cook](#) [Indigo](#) [Indigo Books & Music Inc.](#) [Indigo Kids](#) [Indigo Kids](#) [Dollhouse](#) [Indigo Love of Reading](#) [Foundation](#) [Infants](#) [Kids](#) [Lego](#) [Lego](#) [Creationary](#) [Love of Reading](#) [Melissa & Doug](#) [Melissa & Doug](#) [Grocery Cart](#) [My First School Desk](#) [My First Zamboni](#) [Novels](#) [Play](#) [Preschoolers](#) [Publishers](#) [Publishing](#) [Quercetti](#) [Sky Rail](#) [Roller Coaster](#) [Quercetti](#) [Toys](#) [Reading](#) [Savings](#) [Shoppers](#) [Shopping](#) [Teen books](#) [Toddlers](#) [Toy retailer](#) [Toy store](#) [Toys](#) [Tweens](#) [Zamboni](#)

Leave a Comment

[Comment moderation policy](#)