



THE SEARCH IS ON FOR CANADA'S COOLEST JOB AND ADULTS NEED NOT APPLY

- Toys "R" Us Canada is Searching for its Next Chief Play Officer -

TORONTO, ON (June 14, 2018) – Wanted: A fun, energetic tween who loves to play with toys. Toys "R" Us Canada kicks off the search for its next Chief Play Officer (CPO). As the spokesperson for Canada's leading dedicated toy product retailer, the CPO is *the* toy expert for Toys "R" Us Canada and gets to share expert recommendations on the hottest toys and trends with parents and gift-givers from coast-to-coast.

The CPO search comes as Toys "R" Us Canada's current Chief Play Officer, Émile Burbidge, prepares to retire so he can focus on high school. Émile became CPO in 2016 and will continue in his role until the end of the year when he will share the most sought-after holiday toys on Toys "R" Us Canada's Hot Toy List.

"Toys "R" Us Canada is here to play and here to stay, and as part of this commitment we are excited to announce that we are hiring our next Chief Play Officer," said Melanie Teed-Murch, President, Toys "R" Us Canada. "This is one of the most exciting positions in our company because there is no better way for us to know our consumers and Canadian children than to have one as a trusted advisor. Our current CPO, Émile, has been a great champion of play over the last two years and we are excited to have him help us find the next incredible child to fill the role."

The job will begin in January after the busy holiday season. In order to become an authority on toys, the CPO receives deliveries throughout the year so that he or she can try the hottest toys before they hit store shelves. To understand how the toys work, the CPO receives seasonal toy training with the toy vendors. The CPO's responsibilities include checking out the most sought-after toys, serving as a Toys "R" Us Canada spokesperson, sharing the latest toy trends through online videos and travelling across Canada for media appearances. The CPO also regularly takes part in videos and events to promote new toys.

"My experience being the Chief Play Officer for Toys "R" Us Canada can be summed up in three words...dream come true," said Burbidge. "I've had an awesome time travelling all over Canada to cities like Vancouver and Ottawa and talking and playing with the newest and best toys. It's now time to pass the toy box over to the newest CPO and I can't wait to get the search started. For kids who love to play this is an opportunity not to be missed."

Got a kid who's ready to land the best job in the world?

Parents and legal guardians who think their kid has what it takes to land the coveted role of CPO are encouraged to visit toysrus.ca/cposearch to review the [official rules](#) and submit a video before August 21, 2018. Remember:

- Contestants must be between 10 and 12 years of age at the time of entry.
- To excel in the role of CPO, kids must enjoy speaking in front of a camera or a group, be energetic and outgoing, and have a talent for sharing what they love about toys.
- During the video (up to two minutes), contestants must show why they should be Toys "R" Us Canada's next Chief Play Officer and highlight their favourite toy, game or gadget and what makes it so great.

- If a contestant is bilingual they are encouraged to show off their skills in both English and French.
- All eligible videos will be evaluated based on originality, creativity and enthusiasm.

From all the entries, up to 10 finalists will have the opportunity to travel to Toronto to meet the Toys "R" Us team and take part in an interview and live audition. The finalist who comes out on top will be named Toys "R" Us Canada's next Chief Play Officer and awarded a one-year contract that will begin in January 2019.

Visit toysrus.ca/cposearch for more details and to apply today.

About Toys "R" Us (Canada) Ltd.

Since 1983, Toys "R" Us Canada has been Canada's leading dedicated toy and baby product retailer. As Canada's trend authority in toys and baby products, the company brings national brands, exclusive products, innovative loyalty programs and unique partnerships to Canadians at its 82 stores across Canada and through its strong e-commerce sites Toysrus.ca and Babiesrus.ca. Committed to giving back to the community, the company's charity efforts focus on supporting children and families whether enhancing resources and services, helping development through play or offering distraction and encouragement to seriously ill children. Toys "R" Us Canada is a subsidiary of Fairfax Financial Holdings Ltd. For store locations and convenient online shopping, visit www.toysrus.ca and www.babiesrus.ca.

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