



****MEDIA ADVISORY****

***** B-ROLL & PHOTO OPPORTUNITY *****

THURSDAY, OCTOBER 13 @ 5:00PM

MACY'S HERALD SQUARE UNVEILS TOYS"R"US IN-STORE SHOP

WHAT: shop On October 13, Macy's Herald Square will debut the flagship in-store Toys"R"Us as part of a partnership with WHP Global to bring the beloved Toys"R"Us brand to every Macy's store in America just in time for the holiday season.

The Toys"R"Us brand returns to New York City coming to life in an in-store shop at the world-famous Macy's Herald Square flagship store. The new Toys"R"Us shop will take over more than 14,000 sq. ft of the iconic department store's 7th Floor, offering playful and colorful fixtures, as well as hands-on demonstration tables for customers to interact with various must-have toys. Toys"R"Us at Macy's Herald Square will also feature an exciting, interactive play space for kids and a life-size "Geoffrey in a Taxi" photo opportunity.

To celebrate the grand opening week of Toys"R"Us at Macy's, every Macy's store nationwide will host a series of in-store events, from October 15 through October 23, which will include family friendly activities, character brunches and daily giveaways.

The events below will take place at Macy's Herald Square and all Macy's stores nationwide:

- **October 15 – Barbie™ Day:** Calling all artists! Barbie invites you to join the art fun with special Barbie activity sheets to bring your colorful vision to life in-store.
- **October 16 – Fisher-Price® Day:** Designers wanted! Fisher-Price invites you to create your own Little People® House and continue the play at home with your very own Little People Figurine.
- **October 17 – Geoffrey's Birthday:** Celebrate Geoffrey's birthday in style by designing your very own picture frame! Guests can take their photo with a Geoffrey statue and will receive fun giveaways, including LEGO® goody bags and Disney Plush items.
- **October 18 – National Geographic™ STEM Day:** Gold rush! Join National Geographic for an exciting in-store dig and learn more about Fools Gold.
- **October 19 – Rainbow Loom® Day:** Create and trade! Rainbow Loom invites weavers from all over to create their very own bracelets in-store and trade with fellow designers.
- **October 20 – Play-Doh® Day:** Fun to play with, and to eat? Become a pizza chef, barista, and more in-store with Play-Doh's interactive playsets.

- **October 21 – Pokémon™ Day:** Gotta catch ‘em all! Trainers are invited for an afternoon of fun to collect new Pokémon and trade with fellow guests in-store.
- **October 22 – LEGO® Day:** Get your build on! Join your fellow master builders and create your very own LEGO set in-store. Participants will also receive LEGO® goody bags to continue the fun at home.
- **October 23 – L.O.L Surprise!™ Day:** Get ready for a surprise! Join your fellow artists in-store for a day of fun and coloring and continue the fun at home with a L.O.L Surprise! trading card pack.
- **October 23 – Geoffrey’s Birthday Brunch:** Guests are invited to Macy’s Herald Square for a fabulous family-style brunch among the skyscrapers at Stella 34 Trattoria with Geoffrey and a guest list that includes Bluey, Spiderman, Sonic the Hedgehog, and more. Click [here](#) for more information.

WHEN: **Macy’s + Toys“R”Us Unveiling**
Thursday, October 13 from 5:00-8:00PM
Please note: This is a media only photo/video opportunity. The Toys“R”Us shop will be open to the public at Macy’s Herald Square beginning Friday, October 14.

WHERE: **Macy’s Herald Square**
Media Check-In: Please enter through 151 West 34th Street and proceed to the 7th floor
There will be directional signage on the 7th floor to the Toys“R”Us shop.

CONTACT: Media interested in the unveiling event must RSVP in advance to
EventMedia@Macys.com

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