

# Toys 'R' Us Makes a Holiday Comeback

## Pop-Up Stores Set to Bring Holiday Cheer to the Philadelphia Area

The classic toy retailer **Toys 'R' Us** is returning to the spotlight this holiday season. The company is launching new stores across the country, including two *pop-up locations* in the Philadelphia region. These temporary shops aim to capture the excitement of toy shopping just in time for the festive rush.

Each pop-up will feature favorite brands such as **LEGO**, **Barbie**, and **Hot Wheels**. Families will have a chance to browse shelves filled with some of the year's most popular gifts, all under one roof designed to recreate the magic of the original toy stores.

One pop-up will open at the *Deptford Mall* in New Jersey, while another will appear at the *King of Prussia Mall* in Pennsylvania. Both stores are expected to open in early November, giving shoppers plenty of time to prepare for the holidays and rediscover what it means to be a "Toys 'R' Us kid."

Following the tremendous success of our Toys"R"Us flagship stores, we're thrilled to continue expanding through our partnership with Go! Retail Group.

-Jamie Uitdenhoven, Executive Vice President of Toys"R"Us at WHP Global.