

Toys“R”Us

Coming to a WHSmith near you!

- *WHSmith today announces the first of the locations of 37 new Toys“R”Us shops due to open within its stores this year*
- *Three new Toys“R”Us shop-in-shops set to open every week between 28 September and Christmas across UK high streets*
- *Retailer also reveals the top five toys expected to be bestsellers this festive season*



WHSmith announces plans to continue its partnership with Toys“R”Us across UK high streets, and has today revealed the first of the locations set to open between now and Christmas.

Having exclusively opened the first Toys“R”Us shop-in-shop in the UK in 2023, WHSmith has continued to open new Toys“R”Us outlets throughout 2024, growing to 39 different locations today. In the coming months, WHSmith will now open a further 37 new Toys“R”Us stores, resulting in 76 shop-in-shops in total across UK high streets.

The next round of Toys“R”Us openings from WHSmith will start on Saturday 28 September, with Bexleyheath, Eastbourne and Southampton the first new stores to open their doors. WHSmith will then continue to open an average of three Toys“R”Us shop-in-shops every week in the build up to Christmas. The new stores will bring a wide range of the latest toys and games to more families and customers, giving them more reasons to visit and shop with WHSmith during a key time of the year for high street retailers.

Sean Toal, Managing Director WHSmith High Street said: “Nearly 40 years ago Toys“R”Us first came to the UK, and we take great pride in being the steward of this much-loved brand in the UK. We’ve had queues around the block for many openings in the last year which tells you just how much people are loving seeing Toys“R”Us back again. But our job isn’t done yet, and I’m pleased to be bringing the magic of Toys“R”Us to even more customers over the coming months ready for the best time of year – Christmas!”

WHSmith High Street operates more than 500 stores in the major towns and cities throughout the UK and is known for being the Hub of the High Street. The retailer offers a wide range of products and services for customers, including the latest chart-topping books and a wide range of own-brand and third-party stationery.

WHSmith's plans to open a further 37 Toys“R”Us stores also demonstrates the retailer's growing expertise and commitment to bringing a leading selection of toys and games to the high street, with 15% of the retailer's high street stores set to feature a Toys“R”Us shop-in-shop after the upcoming openings.

Ahead of the festive season kicking off, **Michelle Phillips, WHSmith and Toys“R”Us Toys & Games Buying Manager**, has shared the top five toys and games to watch out for this Christmas: “In Toys“R”Us we offer so many different brands and have a wide range of choice for the whole family. We're expecting Squishmallows to top the list of our bestselling toys this Christmas because we know they are really popular. Ladbaby have also just released a hilarious new game dedicated to their sausage roll obsession likely to be a family favourite. And we can't forget our very own Geoffrey the Giraffe who will be stocked in every Toys“R”Us store. Stocks are limited so make sure you pick them up from our stores as soon as you can.”

ENDS

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Notes to Editors:

New locations announced today (A-Z). Additional locations to be announced shortly.

Bath	Leicester Gallowtree Gate
Bexleyheath	Newark
Cardiff	Newbury
Carlisle	Plymouth
Chipping Norton	Scarborough
Coventry	Southampton
Dumfries	Southport
Dunfermline	St Annes
Eastbourne	Truro
Fareham	Weymouth
Havant	Yeovil
Kings Lynn	

All stores opened to date

York	2023	Nottingham	22-Jun
Canterbury	2023	Woking	29-Jun
Chelmsford	2023	Brighton Churchill Square	29-Jun

Cheltenham	2023	Swansea O	6-Jul
Cwmbran	2023	Worthing South Street	13-Jul
Oxford	2023	Trafford Centre	13-Jul
Poole	2023	Hastings	20-Jul
Reading	2023	Lincoln O	20-Jul
Solihull	2023	Thurrock	27-Jul
Hereford	25-May	Lichfield	27-Jul
Leamington Spa O	25-May	Bluewater Park	3-Aug
Fosse Park	25-May	Newton Abbot	3-Aug
Guildford	1-Jun	Halifax	10-Aug
Sutton O	1-Jun	Lancaster	10-Aug
Harrogate	8-Jun	Gyle Edinburgh	17-Aug
Shrewsbury	8-Jun	Brent Cross	24-Aug
Salisbury	15-Jun	Richmond	24-Aug
Colchester	15-Jun	Taunton	31-Aug
Maidstone	22-Jun	Hertford	31-Aug
Derby	22-Jun		

Top five toys to look for in Toys“R”Us this Christmas!

- 7.5 inch Squishmallows
- 12 inch Squishmallows
- Sausage Roll Ladbaby Party Game
- Motion Control Quadcopter
- 9 inch Geoffrey the Giraffe Plush