

## The Toy Movement's Mission of Goodwill Reaches Mexico

Spin Master's 'The Toy Movement' initiative delivers over 18,000 toys to brighten the holiday season for children in need

TORONTO, Dec. 21, 2016 /CNW/ - Spin Master Corp. (TSX:TOY), a leading children's entertainment company, has a long history of donating toys to children in need through its global initiative, The Toy Movement. This month, it is building on its mission to bring inspiration, imagination and joy with a special delivery of toys to schools, hospitals, and local charity organizations in Mexico.



Just in time for the holidays, more than 18,000 toys were given to disadvantaged children in Tijuana, Mexico. For this activation, The Toy Movement was joined by TECMA Group who temporarily converted their facilities into a gift factory. Employees from Spin Master and TECMA Group volunteered their time, talents and skills to organize the logistical feat of moving, sorting, wrapping and distributing the toys in time for the holidays. Working alongside the employee volunteers were students from CECyTE Santa Fe and CBTis 156 who helped wrap and decorate the gifts adding to the spirit of goodwill and holiday cheer.

Since The Toy Movement's official launch in 2014, more than 50,000 toys have been delivered to children around the world. There is another mission currently underway to provide 50,000 toys to children in Turkey.

"The Toy Movement is about so much more than making a donation. It is about giving kids all over the world the opportunity to play," said Ben Gadbois, co-founder of The Toy Movement and Spin Master Global President and COO. "This week I had the privilege of experiencing the pure joy of seeing a child open a cherished gift. It makes all the hard work we do every day worth it for these special moments in life," said Gadbois.

Alan Russell, Founder and CEO of the TECMA Group of Companies, commented, "There is no better time of year to share goodwill and give back to our community. After last year's successful partnership with Spin Master and The Toy Movement, we were even more inspired to rally the teams and spread the joy. This year, being able to deliver more than 18,000 quality toys to the children of the city of Tijuana was monumental."

Spin Master officially launched The Toy Movement in December 2014 and its past missions have delivered toys to children in Israel, Jordan and Mexico.

### About The Toy Movement

The Toy Movement is a Spin Master led, global initiative to ensure that all children have the opportunity to be a child and to be inspired through play. Formed in December 2014, The Toy Movement's mission is simple: to deliver inspiration, imagination, and joy to children living in troubled parts of the world. The Toy Movement aims to show these children that they are not alone, that they are not forgotten, and that they deserve to play, learn, and grow – as all children should. Learn more at [TheToyMovement.org](http://TheToyMovement.org).

### About Spin Master

Spin Master is a leading global children's entertainment company that creates, designs, manufactures and markets a diversified portfolio of innovative toys, games, products and entertainment properties. Spin Master is best known for award-winning brands including Zoomer™ Dino, Bakugan Battle Brawlers™, Air Hogs®, and 2016 Toys of The Year, Bunchems and Meccanoid G15. Since 2005, Spin Master has received 82 TIA Toy of The Year (TOTY) nominations with 18 wins across a variety of product categories. Spin Master has been recognized with 13 TOTY nominations for Innovative Toy of the Year, more than any of its competitors. Spin Master is among a limited number of companies that not only develop and produce global entertainment

properties, characters and content, but also monetize that content through the creation, sale and licensing of products. To date, Spin Master has produced six television series, including 2007 hit series Bakugan Battle Brawlers and its current hit PAW Patrol, which is broadcast in over 160 countries and territories globally. Spin Master employs over 1,000 people globally with offices in Canada, United States, Mexico, France, Italy, United Kingdom, Slovakia, Czech Republic, Germany, Sweden, the Netherlands, China, Hong Kong, Japan, and Australia.

SOURCE Spin Master

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