

The Toy Movement's Mission of Goodwill Reaches Mexico

The Tecma Group of Companies partner with Spin Master's *The Toy Movement* initiative to deliver joy to children of Juarez, Mexico

TORONTO, Nov. 14, 2017 /CNW/ - Spin Master Corp.'s (TSX:TOY; www.spinmaster.com) global initiative, The Toy Movement (www.toymovement.org), continues its mission to ensure that children all over the world have the opportunity to play, by partnering with the Tecma Group of Companies for another special delivery. On November 14th, employees from both companies and volunteers will kick off efforts to hand wrap and deliver toys to children from schools in the Ciudad area.



Led by Spin Master Corp., The Toy Movement was founded in December 2014 by Spin Master co-founder, Chairman and CEO, Ronnen Harary and Benoit Gadbois, Global President and COO, with the goal of bringing inspiration and the opportunity to learn, grow and play to children living in challenging situations. By the end of 2017, The Toy Movement is expected to have delivered more than 250,000 toys around the world, including missions in Gaza, Turkey, Israel, Iraq, South Africa and Jordan.

This special delivery to children in Jarez marks the third year in a row that the Tecma Group has joined this global initiative to give disadvantaged children in Mexico the opportunity to enjoy the feeling of fun, to be inspired, and to experience the benefits of play. "It is always amazing to see great companies and people come together to support children. Kids are the future and every little thing that we can do to help them smile and bring them happiness matters," said Ben Gadbois. "The team at Tecma have been instrumental in bringing the missions in Mexico to fruition."

"We are delighted to continue our partnership with The Toy Movement and Spin Master to help make a difference in children's lives in Mexico," said Alan Russell, CEO and Chairman of Tecma Group. "Our employees continue to rally behind these missions and the opportunity to give back to the community."

"The values demonstrated by Spin Master's The Toy Movement initiative align with those of the Tecma Group," added Toby Spoon, Tecma's Executive Vice President. "The Toy Movement initiative underscores what is important to our company and our partners. It illustrates our ideals in action."

Spin Master and Tecma will be contacting supportive businesses in El Paso and Juarez who would like to participate in this movement. A website <http://JTC2017.com> (Juarez Toy Movement 2017) has been prepared to provide communication and instructions on how companies and individuals can participate.

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.

About Spin Master

Spin Master (TSX:TOY; www.spinmaster.com) is a leading global children's entertainment company that creates, designs, manufactures, licenses and markets a diversified portfolio of innovative toys, games, products and entertainment properties. Spin Master is best known for award-winning brands including Zoomer®, Bakugan®, Meccano®, and 2017 Toys of the Year, Hatchimals®, Air Hogs® and PAW Patrol®. Since 2005, Spin Master has received 91 TIA Toy of the Year (TOTY) nominations with 21 wins across a variety of product categories, including 13 TOTY nominations for Innovative Toy of the Year, more than any of its competitors. To date, Spin Master has produced six television series, including 2007 success Bakugan Battle Brawlers and current hit PAW Patrol, which is broadcast in over 160 countries and territories globally. Spin Master employs over 1,500 people globally with offices in Canada, United States, Mexico, France, Italy, United Kingdom, Slovakia, Poland, Germany, Sweden, the Netherlands, China, Hong Kong, Japan, Vietnam and Australia.

About The Tecma Group of Companies

The Tecma Group of Companies was founded over three decades ago by current company president and CEO, Allan

Russell, along with then business partners Dick Azar, Oscar Cantu and Jerry Coleman. What started in 1985 as a small operation occupying a total of 8,500 square feet has become a sizable international enterprise that occupies nearly three million square feet of production, warehouse and distribution space on both sides of the international border at El Paso, Texas and Ciudad Juarez, San Diego and Tijuana and Mexicali. In addition Tecma provides Mexico Shelter Services in cities throughout Mexico including Torreon, Rosarita and Durango. Today the Tecma Group employs more than 7,000 individuals, has a client list of over seventy-five Global and U.S.- based Mexican manufacturing companies.

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