



Toys“R”Us® Times Square

Since opening in November 2001, Toys“R”Us® Times Square has stood in the heart of New York City as the company’s international flagship store. Aptly known as The World’s Greatest Toy Store®, Toys“R”Us Times Square boasts an astounding 110,000 square-feet filled with everything from toys to trains to videogames, and offers an unrivaled shopping experience, the best in customer service and one of the most amazing retail presentations in the world.

Feature Shops, Attractions and Services

- **Action Figures & More** – Whether battling alongside TRANSFORMERS™, *Star Wars*® or Iron Man, kids are sure to find their favorite Action Figures while favorites like Superman and Spider-Man protect visitors from overhead.
- **Astro Kids** – Behold the most awesome collection of rocks and rare stones this side of the Mississippi! Shoppers are encouraged to get their hands dirty by sifting through an extensive selection of stones to gather their own perfect collection of shiny and special keepsakes to take home. Future geologists will delight in the accompanying Cracking Station that allows kids to watch experts take average rocks and crack them to reveal a surprisingly beautiful center!
- **Babies“R”Us®** – A true destination for new and expectant parents, this department provides an array of amenities, featuring the best-in-class Baby Registry and the latest baby gear including strollers, playpens, bedding, diapers and much more.
- **Barbie® Dollhouse** – Everything Barbie® can be found in this 4,000-square-foot, two-story dollhouse filled with dolls, clothes, accessories, collectibles and more.
- **Candy Land®** – Bringing the sugary sweet fantasy of the classic Candy Land game to life, this shop offers a tasty variety of treats, including M&M’s®, Crumbs® cupcakes, sugar drops and every gummy shape imaginable. From chocolate-covered pretzels to Swedish Fish®, it’s one yummy stop!
- **Cookie Party®** – This fun, creative and interactive party experience and specialty bakery offers New York City-area families a new and exciting way to celebrate kids’ birthdays. Cookie Party offers baking party packages, play dates and Cookie-Party-To-Go kids as a take-home activity.
- **Electronics & Music** – From Apple® iPods and First Act® electric guitars to HD Digital Cameras and more, this department has everything to suit budding musicians and tech-savvy kids.
- **Fashion Angels®** – Girls can get glam and create their own jewelry by mixing and matching at this customizable counter.
- **Ferris Wheel** – The iconic Toys“R”Us Times Square 60-foot indoor Ferris Wheel has 14 individually themed cabs so guests can ride along with their favorite toys and entertainment characters.
- **Games** – Guests can take one step forward or two steps back toward this library of board games, from classics like Monopoly and Hungry Hungry Hippos, to games based on the latest Hollywood Blockbusters.
- **Geoffrey’s® Photo Op** – Kids can meet the star of Toys“R”Us – Geoffrey the Giraffe – and parents can take home a picture of their memorable trip to Times Square.
- **Geoffrey’s® Universe** – This souvenir shop offers great giftable and keepsake merchandise with New York and Toys“R”Us flair.

- **Imaginarium®** – Find quality toys with high play and learning value in this intimate, interactive setting.
- **Jurassic Park™** – The prehistoric age comes to life with a five-ton, 20-foot-high and 34-foot-long animatronic Jurassic Park T-Rex dinosaur that shakes guests with its powerful roar. Behind the mighty monster Scientists-in-training can choose from a variety of kits and tools designed to teach kids about everything from the human body to excavating dinosaur fossils!
- **LEGO® Shop** – New York City’s famous skyline — constructed from LEGO® bricks — enables guests to get up-close-and-personal to 25-foot-tall replicas of the Statue of Liberty, Chrysler Building and Empire State Building.
- **LittleMissMatched™** – With leg and arm warmers, socks and T-shirts in colorful stripes and polka-dots, it’s no doubt miss-matching is the new black in this colorful clothing shop!
- **Plush Pets** – Cuddly lions, tigers and bears, oh my! Kids are sure to find lots of loveable companions in this area overlooking the Ferris Wheel.
- **ROBOTGALAXY** – Explorers (a.k.a. kids) who visit the ROBOTGALAXY Lab can create, program and activate their own robot from over 1,000 combinations.
- **Scoops“R”Us™** – Customers can treat themselves to a sweet snack at this tasty place, where they’ll enjoy delectable desserts, such as premium ice cream from Häagen Dazs®, fresh-baked cookies from David’s Cookies®, and the best coffee drinks from Serving the Best Seattle’s Best Coffee™.
- **Sony® Shop** – This one-stop shop for any family’s electronics needs features an exciting assortment of signature Sony digital cameras, laptops, music players and more.
- **Sports** – B-ballers and bat-swingers, Frisbee-flingers and NERF-shooters will find accessories for every activity in this all-purpose sporting goods shop. Professional athletes watch out, there are new players in town!
- **Video Games & Movies** – The hottest video games and consoles, including Nintendo® Wii™, Sony® PlayStation 3® and Microsoft® XBOX 360™, as well as a huge selection of kid-friendly film and television shows available on DVD and Blu-Ray Discs, are featured among the latest in plasma TV screens.
- **Wheel Photo Fun** – Commemorate a trip to the Big Apple with a unique photograph while taking a spin on the 60-foot indoor Ferris Wheel.
- **Wheels** – There are some playthings that will never go out of style, and kid-friendly vehicles are no exception! The vast array of choices at Toys“R”Us Times Square, from first trikes to big-kid bikes, turns wheel fun into real fun!
- **WONKA** – Candy lovers will go on a sensory adventure of sight, smell and sound in this one-of-a-kind shop filled to the brim with fruity and chocolaty confections galore.
- **Personal Shoppers, Corporate Shoppers, Gift-Wrapping, Shipping**, and more.
- **Special Events** – The Center of the Toy Universe® is the place where the newest toys make their debut. To find out more about our special events, please visit www.ToysrusTimesSquare.com or call the **Special Events Hotline: 646-366-8855**.

Store Hours*:

Sunday through Thursday: 10 am to 10 pm

Friday: 10 am to 11 pm

Saturday: 9 am to 11 pm

*Please note store hours are subject to change on a seasonal basis.
Please call the store directly to confirm hours.