



REAL CANADIAN SUPERSTORE®

TOYS FOR ALL AGES AND BUDGETS

Fri Nov 29th ONLY
Shop & earn more

1
day only

APP EXCLUSIVE OFFER*

Open the app. It's as easy as that!

Optimum™
Earn
40,000 pts

for every \$100* spent on small appliances, toys, home, baby, cosmetics, health & beauty, pharmacy, apparel and more.

Excludes gaming hardware, software and accessories, prescription drugs and optical

\$40
value!

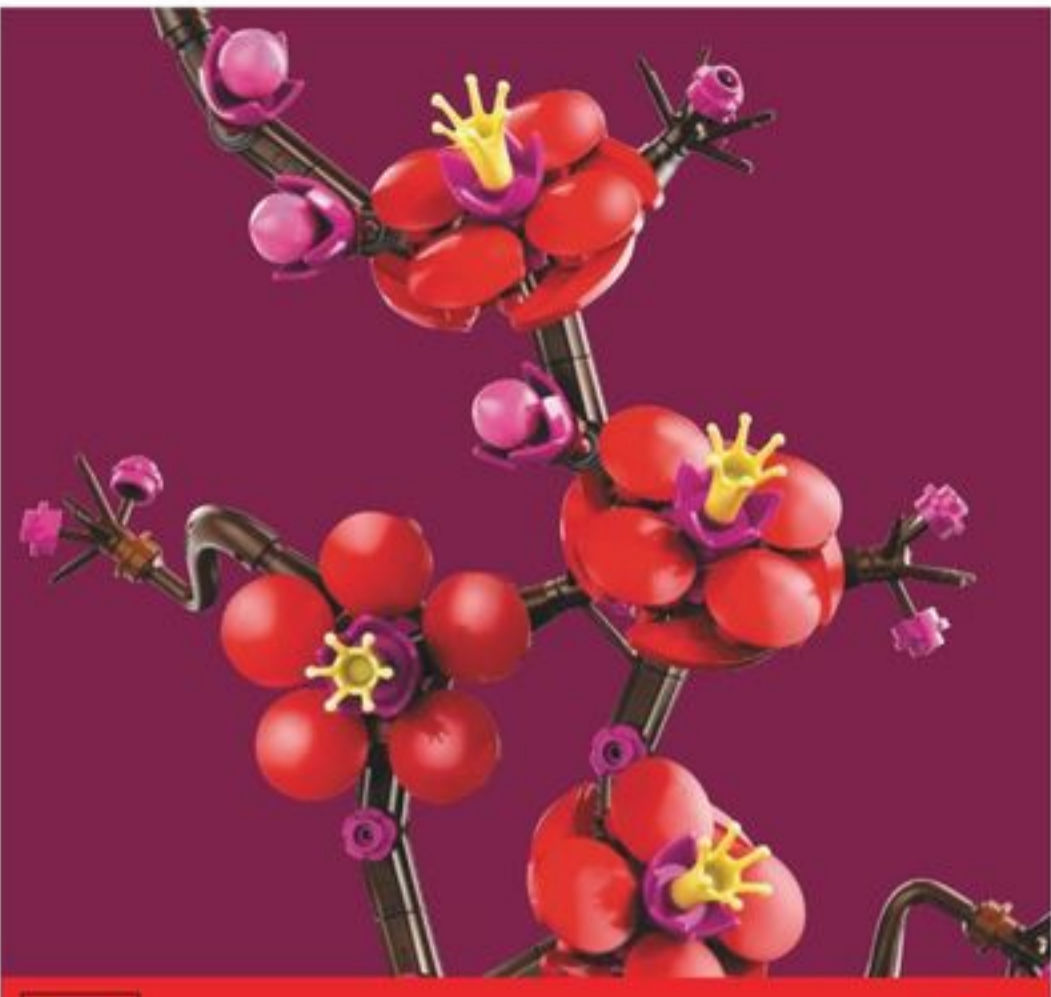


WE MATCH PRICES SO YOU CAN JUST SHOP!
SEE BACK OF BOOK FOR FULL DETAILS.



What's inside?

Tap a section and skip to the page.



6-9



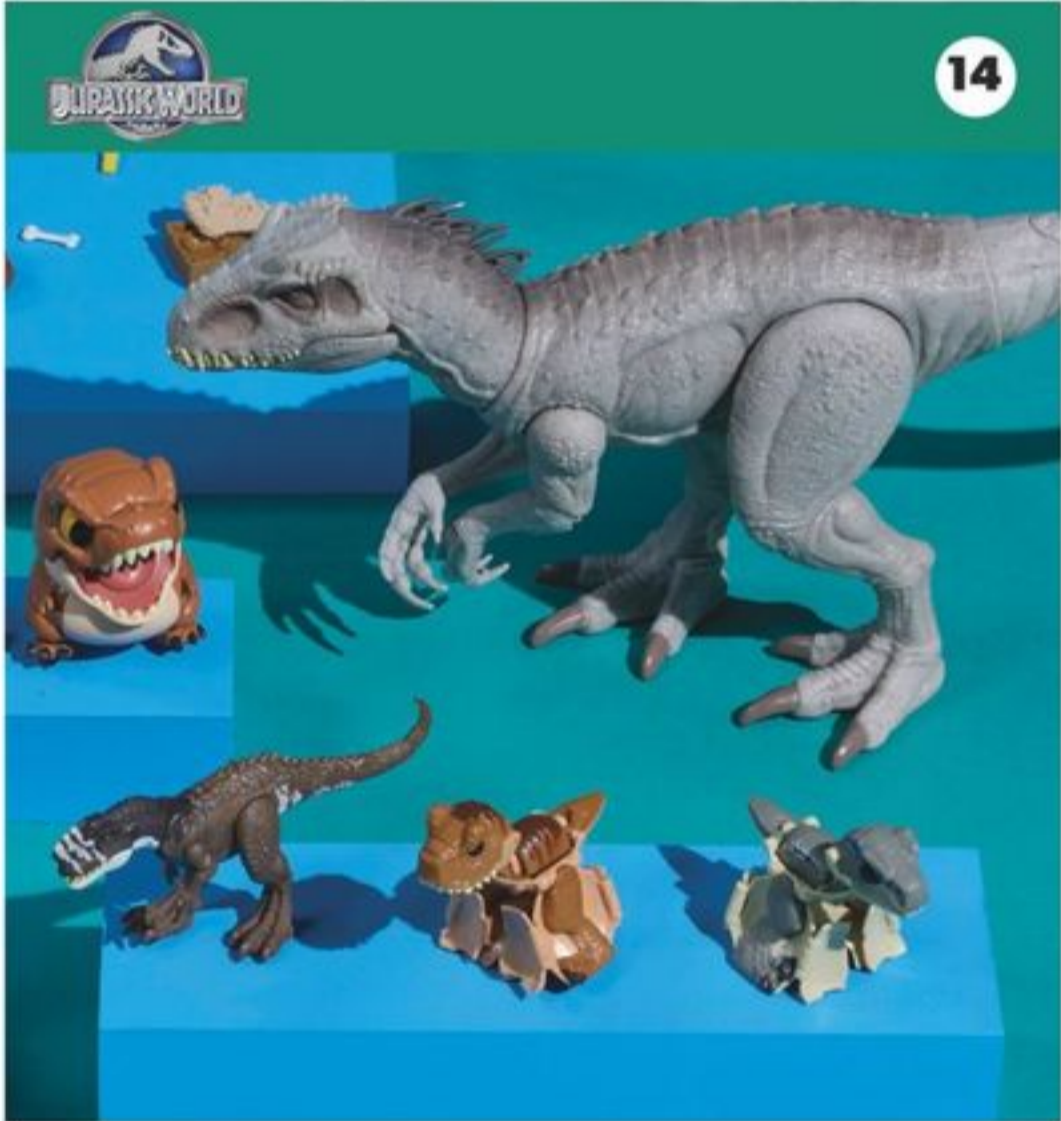
10



11



12



14



Family Fun

15

Infants & Pre-school

16



Plushies

17

What's your

ELF NAME?

First initials (for first names)

| | | |
|------------|----------|-----------|
| A: Alfie | J: Jolly | S: Snowy |
| B: Berry | K: Kris | T: Tinsel |
| C: Chilly | L: Lumen | U: Uly |
| D: Dazzle | M: Merry | V: Vix |
| E: Eve | N: Noel | W: Wint |
| F: Frost | O: Orna | X: Xylo |
| G: Glimmer | P: Pep | Y: Yule |
| H: Holly | Q: Quill | Z: Zippy |
| I: Icy | R: Razz | |

First initials (for last names)

| | | |
|-----------|--------------|----------|
| A: Angel | J: Joy | S: Star |
| B: Bell | K: Kris | T: Twist |
| C: Cane | L: Light | U: Under |
| D: Dash | M: Mistletoe | V: Vale |
| E: Ember | N: North | W: Wish |
| F: Frost | O: Oak | X: Xtra |
| G: Glow | P: Pine | Y: Yew |
| H: Hope | Q: Quick | Z: Zap |
| I: Icicle | R: Red | |

My Elf name is _____.

Great! Now let's gift holiday joy!

One-stop holiday shop

Your one stop shop for your holiday shopping made easy - find all these products online or at your local store. Items are available for pick up or delivery.*

*Based on availability.



**children's
charity™**

\$5 from the purchase of this bear will go to President's Choice Charity to help feed one million kids

Learn more at pcchildrenscharity.ca



**PRESIDENT'S CHOICE®
CHARITY BEAR
SELECTED VARIETIES**

\$15

SHOP NOW

Top toys and brands for all budgets



NEW



Amazing toys, amazing prices



NEW



NEW



NEW



NEW



1 Holiday Barbies 2024
21593551_EA/21593377_EA

\$53

2 CookeeZ Makery Freezy Cakez Plush Playset
21596686_EA

\$42

3 Little Live Pets Mama Surprise S2 Mini Playset
21596635_EA/21596636_EA

\$16

4 Play-Doh Fold and Go Playset
21593985_EA

\$27

5 LEGO Jungle Explorer ATV Red Panda Mission
21578283_EA

\$12

6 Jurassic World Crushivores Assortment
21591786_EA

12⁵⁰

7 Hot Wheels Power Loops Boosted set
21593554_EA

\$58

8 LEGO Ferrari F40 Supercar
21597603_EA

\$29

9 LEGO The Turtle Beach House
21565624_EA

\$27

10 Jurassic World Crushivores Spinosaurus Cage Crasher Dinosaur
21593553_EA

\$42

Our best toys at our best prices

Hasbro
Classic Battleship
ONLY

\$23



1. HYPERSHOT 21593990_EA 23.00 2. BEYBLADE Generation 4 Battle Set 21594031_EA 58.00 3. Hasbro Classic Battleship 21469824_EA 23.00 4. Hot Wheels City Ultra Shark Car Wash with Color Reveal 21593475_EA 64.00 5. LEGO 42624 Friends Adventure Camp Cozy Cabins 21578216_EA 50.00 6. Iron Man with Bike and The Hulk 21593447_EA 16.00

NEW Mini Brands



ZURU Mini Brands Retro Capsule
21614227_EA

\$9



ZURU Mini Brand home bulk Capsule
21614293_EA

\$9



ZURU Mini Brand Botanical gardens Capsule
21614393_EA

12⁵⁰



ZURU Mini Brands Create Masterchef Capsule
21614299_EA

12⁵⁰



ZURU 5 Surprise NBA Ballers
21614401_EA

\$10

All
12⁵⁰
and under

Super deals on superheroes

AGE: 12+
PIECES:
713



AGE: 6+
PIECES:
140



AGE: 4+
PIECES:
68



AGE: 10+
PIECES:
613



AGE: 4+
PIECES:
184



MARVEL



AGE: 4+
PIECES:
184



AGE: 6+
PIECES:
135



Iron Man with
Bike and
The Hulk

\$16

21593447_EA



LEGO Iron
Man & Iron
Legion vs.
Hydra Soldier

\$21

21593276_EA



LEGO The
Avengers
Assemble:
Age of Ultron

\$110

21596072_EA



DC Batman
Mech Armor

\$16

21578187_EA



LEGO The Batcave
with Batman,
Batgirl and The
Joker

\$38

21578127_EA



Batman
Construction
Figure and the
Bat-Pod Bike

\$72

21596071_EA

SHOP NOW

Small bricks, small prices, big fun

LEGO icons™

ONLY
\$34 EA



1 LEGO Chrysanthemum
21596061_EA

2 LEGO Plum Blossom
21596062_EA

LEGO CITY



LEGO Yellow Mobile Construction Crane
21596051_EA

\$110



LEGO City Red Double-Decker Sightseeing Bus
21578224_EA

\$34



LEGO City Yellow Construction Excavator
21596052_EA

\$58



LEGO Spaceship and Asteroid Discovery
21565602_EA

\$20



LEGO Jungle Explorer Off-Road Truck
21578337_EA

\$38



LEGO My City Robot World Roller-Coaster Park
21595937_EA

\$110

SHOP NOW

Great deals on epic builds



1. LEGO STAR WARS Captain Rex Y-Wing Microfighter 21578236_EA 14.00 2. LEGO STAR WARS Luke Skywalker X-Wing Mech 21578234_EA 16.00
3. LEGO Paz Vizsla and Moff Gideon Battle 75386 Star Wars 21578233_EA 42.00 4. LEGO Star Wars Ahsoka Tano's Duel 21595939_EA 70.00
5. LEGO Harry Potter Ollivanders & Madam Malkin's Robes 21596060_EA 100.00 6. LEGO Hogwarts Castle: Potions Class 21578142_EA 42.00
7. LEGO Harry Potter Aragog in the Forbidden Forest 21578386_EA 21.00 8. LEGO Ninjago 71821 Cole's Titan Dragon Mech 21595938_EA 110.00
9. LEGO Ninjago Zane's Ice Motorcycle 21578252_EA 11.50

SHOP NOW

Tiny builders love to save



1. LEGO Ariel's Music Stage 21578340_EA 16.00 2. LEGO Friends Castle Bed and Breakfast 21602310_EA 110.00 3. LEGO Friends Beach Water Scooter 21578357_EA 11.50 4. LEGO Disney Classic Simba the Lion King Cub 21578339_EA 21.00 5. LEGO Ariel's Crystal Cavern 21578230_EA 34.00 6. LEGO Friends Heartlake City Preschool 21578220_EA 55.00



LEGO Gabby's Dollhouse Crafting with Baby Box
21578359_EA

\$16



LEGO Super Mario Adventures with Interactive Mario
21593275_EA

\$55



LEGO duplo Alphabet Truck
21578408_EA

\$42

SHOP NOW

Prices low on Play-Doh



1. Play-Doh Assorted 8 pack 21177956_EA 8.00 2. Play-Doh Pizza Delivery Scooter 21593986_EA 110.00 3. Play-Doh Rainbow Swirl Ice Cream Set 21595486_EA 23.00 4. Play-Doh Picnic Shapes Starter Sets 21501449_EA 19.00 5. Play-Doh Magical Mixer 21501448_EA 19.00 6. Play-Doh Fun Factory Starter Set 21595484_EA 4.00

More Play-doh?



Play-Doh
10 Piece Party
Pack - in a
Tube
21119467_EA

\$7



Play-Doh
Stamp And
Saw Tool
Bench
21595485_EA

\$23



Play-Doh
Sparkle
Collection
21595468_EA

\$7



Play-Doh
Peppa Pig Ice
Cream Playset
21451873_EA

\$19



Play-Doh
Hair Stylin'
Salon
Playset
21629498_EA

\$20



Play-Doh
Foam Crystal
Core Set
21520149_EA

\$8

SHOP NOW

Full-throttle fun on a budget



1 **LEGO Jungle Explorer Water Plane**
21578284_EA

\$21

2 **Hot Wheels Racerverse Die-Cast Cars**
2 pack
21609175_EA

12⁵⁰

3 **Hot Wheels Colour Shifter 1:64 Assortment**
21462886_EA

\$5

4 **LEGO Minecraft the Pirate Ship Voyage**
21578389_EA

\$16

5 **Hot Wheels Monster Trucks 1:64 Colour Shifters**
21562025_EA

\$8

6 **LEGO Nascar Next Gen Chevrolet**
21597681_EA

\$29



Hot Wheels City Tunnel Twist Car Wash
21591559_EA

\$23



Hot Wheels City Ultimate Hauler
21515030_EA

\$100



Hot Wheels Championship Trackset
21204698_EA

\$21

**Barbie fun
for everyone.**

Barbie



1 Barbie Dream House 2024
21515029_EA

\$250

2 Barbie Riding Doll Malibu
21609250_EA

\$21

3 Barbie Beach Dolls
21470658_EA

\$8

4 Barbie Dream Closet
21593459_EA

\$80

5 Barbie Dream Camper
21470658_EA

\$120



Barbie Ultimate Stable
21609250_EA

\$80



Barbie Feature Horse
21593552_EA

\$58



Barbie Riding Doll Brooklyn
21609250_EA

\$21

SHOP NOW

**Mini surprises,
mini price tags.**

Barbie



1. Mini Barbie Land House Assortment 21609254_EA 14.00 2. Mini Barbie Land Pop Reveal Assortment 21609303_EA 4.00 3. Mini Barbie Land Dolls Assortment 21607804_EA 4.00 4. Mini Barbie Land Vehicle Assortment 21609255_EA 8.50 5. Barbie Dream Besties, Malabu and Brooklyn 21514480_EA/21593564_EA 25.00 6. Barbie Juicy Pop Reveal Assortment 21514480_EA 25.00



Barbie Cutie Reveal Chelsea Dolls 21503131_EA

\$21

SHOP NOW

Dino-sized fun at prices that won't bite



Jurassic World
Strike Attack
Assortment
21591498_EA

\$16



Jurassic World
Camouflage 'N
Battle
Indominus Rex
21514476_EA

\$63



Jurassic World
Danger Pack
Assortment
21521647_EA

11⁵⁰



Jurassic World
Fierce Changers
Hidden Hatchers
21561849_EA

10⁵⁰



Jurassic World
Bite Club
Assortment
21591490_EA

12⁵⁰



Jurassic World
Crushivores
Spinosaurus
Cage Crasher
Dinosaur
21593553_EA

\$42

SHOP NOW

Prices and offers effective from Thursday, October 17th to Wednesday, December 25th, 2024 unless otherwise stated.





[superstore.ca](https://www.superstore.ca)

Family game time on a dime.



1 Hasbro Hungry Hungry Hippos
21592014_EA

\$18

2 Monopoly
21020695_EA

\$22

3 Hasbro Scrabble
21501506_EA

\$23

4 Jenga
20671118_EA

\$18

5 Hasbro Connect 4
20671118_EA

\$16

6 Hasbro Guess Who
21469823_EA

\$18



Nerf N Series Shadow Storm Blaster
21595549_EA **\$34**



Nerf N Series Ward Blaster
21595613_EA **\$5.50**



Nerf Zombie Corrupter Blaster
21593984_EA **\$30**



Nerf N Series Infinite Blaster
21594043_EA **\$40**

SHOP NOW

Cute, cuddly, and cost-conscious

Age: Birth+



OUR FAV

Age: 3-5 months



Age: 6 months - 4 yrs



Age: 12 months+



Age: 18 months+



Age: 2+



Age: 2-5 years



1. VTech Tummy Time Discovery Pillow 21086251_EA 29.99 2. Fisher-Price Flap & Wobble Penguin, Newborn Musical Toy 21607185_EA 41.99
 3. Leap Frog My Pal ScoutSmarty Paws 21449113_EA 29.99 4. Baby Einstein Ocean Explorers Go Opus Go 4-in-1 Crawl and Chase Pal 21598895_EA 41.99 5. Baby Einstein Hape Magic Touch Wooden Cash Register 21598935_EA 41.99 6. Baby Einstein Hape Magic Touch Wooden Piano 21598976_EA 51.99 7. Baby Einstein Magic Shopping Basket 21598993_EA 41.99 8. Hasbro Giggle 'n Snort Peppa Pig Plushie 21488084_EA 14.99 9. Fisher-Price Classic Xylophone 20981927_EA 15.99 10. Lego Duplo Peppa Pig Birthday House 21578406_EA 50.00 11. LeapFrog 2-in-1 Leaptop Touch 21182868_EA 24.99

SHOP NOW

Soft, snuggly, and priced just right

NEW

**\$19
and under**

**OUR
FAV**

**OUR
FAV**



10" Festive Friends Plush
selected varieties
21587529_EA
21587528_EA
21587964_EA

\$16



10" Holiday Sweets Plush
selected varieties
21588391_EA
21588392_EA
21588394_EA

\$16



16" Gnome Plush
selected varieties
21588337_EA
21588338_EA
21588340_EA

\$19

Gaming fun for everyone

Gifts for the WHOLE FAMILY!

Games Shown: **E-E** Except in Quebec, included membership auto-renews after initial term at the then-current price unless cancelled. Not available in all countries. Internet access required for online features. Terms apply. nintendo.com/switch-online

Available while supplies last

- 1** Super Mario Bros Wonder **\$80**
21563948_EA
- 2** The Legend of Zelda: Echoes of Wisdom **\$80**
21634405_EA
- 3** Super Mario Party Jamboree **\$80**
21634456_EA
- 4** Nintendo Switch Left and Right Joy-Con **\$100**
controllers available in neon red/neon blue
21208623_EA
- 5** Nintendo Switch Mario Kart Deluxe Bundle **\$400**
includes 12-month online individual membership
21638283_EA
- 6** Nintendo Switch OLED Mario Kart Deluxe Bundle **\$450**
includes 12-month online individual membership
21638247_EA

NO MORE AWKWARD GIFT FACE

Unwrap an Xbox controller. Smiles guaranteed.



Xbox Series X 1 TB Console **\$650**
21533859_EA



Xbox Series S 512 GB Console **\$380**
21533966_EA



Xbox Wireless Controller **\$75**
Robot White
21530803_EA



AD MATCH

We match prices*
so you can just shop!

Every week, we actively check our major competitors' flyers and match the price on hundreds of items.

Look for the Ad Match message in store for the items we've actively matched. Plus, we'll match any major competitor's flyer item if you show us!

Since we Ad Match, we may not have sold at the After Limit price (and may not in the future).

*We match prices applies only to our major supermarket competitors' flyer items. Major supermarket competitors are determined solely by us based on a number of factors which can vary by store location. We will match the competitor's advertised price only during the effective date of the competitor's flyer advertisement. WE RESERVE THE RIGHT TO LIMIT QUANTITIES (note that our major supermarket competitors may not). Due to the fact that product is ordered prior to the time of our Ad Match checks, quantities may be limited. We match identical items (defined as same brand, size, and attributes) and in the case of fresh produce, meat, seafood and bakery, we match a comparable item (as determined solely by us). **We will not match:** competitor's private label offers on non-identical items, "spend x get x", "Free", "Clearance", discounts or coupons obtained through loyalty programs including PC Optimum™, PC Optimum Member Only Pricing, participating items under the Save it Forward™ program timeframe, or offers related to our third party operations (post office, gas bars, dry cleaners etc.). We reserve the right to cancel or change the terms of this program at any time.

Prices effective Thursday, October 17th to Wednesday, December 25th, 2024 in Alberta, British Columbia, Manitoba, Saskatchewan and Yukon Territory unless otherwise stated. Quantities and/or selection of items may be limited and may not be available in all stores.

Items on this flyer may not be available at the following West locations: St. Albert, Edmonton (Heritage Gate), Edmonton (Windermere Way), Calgary (Seaton Way), Lethbridge, Prince Albert, Regina (Golden Mile), or Steinbach.

No rainchecks or substitutions. Advertised regular pricing and product selection (colour, pattern, style) may vary by store location. We reserve the right to limit quantities to reasonable family requirements. We are not obligated to sell items based on errors or misprints in typography or photography. Pricing: all references to "save, was, now, savings, etc." is in comparison to our own regular prices. Applicable taxes, deposits, or environmental surcharges are extra.

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