

## NEWS

# New toy store in Bathurst

## BUSINESS

BY SAM BOLT

JUST in time for the upcoming Christmas period, a new toy store has opened in the Bathurst CBD for residents to seek out desirable festive gift ideas.

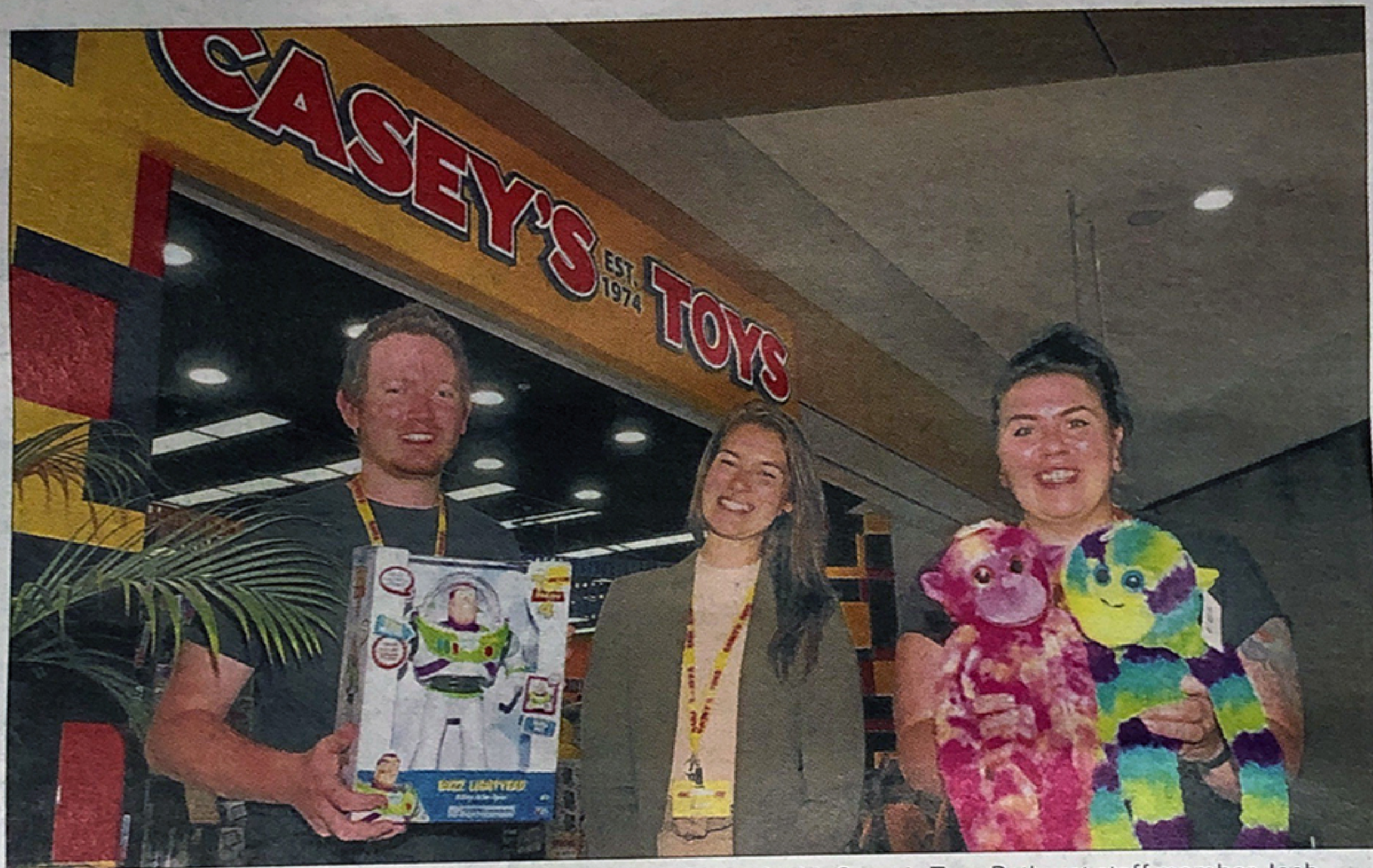
Casey's Toys, a franchise owned by Australian retail business Toycorp, launched in the Bathurst City Centre last Thursday at the former site of Terry White Chemists.

Toycorp retail area manager Naomi Ramirez said the decision to open a franchise in Bathurst was based on the need to fill a gap for a dedicated toy store in the local area.

"We saw a need out here for a one-stop toy shop, and felt it was the right time to establish a franchise in a regional location," Ms Ramirez said.

"We're a well-established, Sydney-based company, and we're keen to share what is loved around metropolitan NSW with the community out here."

Bathurst is home to Casey's Toys' 10th franchise, and is the first to open west



**TOY STORY:** Toycorp retail area manager Naomi Ramirez [centre] with Casey's Toys Bathurst staff member Josh Williamson and store manager Amy De Ville. Photo: SAM BOLT

of the Great Dividing Range.

Ms Ramirez said the franchise sets itself apart from other retailers by providing tailored knowledge and expertise around toys.

"We pride ourselves on the

biggest range and the best advice, and we're able to be that friendly face people can comfortable come and say hello to," she said.

"There's something in the store for everyone, from

babies to senior citizens, though our key audience is certainly children between the ages of four and 12."

Ms Ramirez said there's a host of new products set to become available in store in

the lead-up to Christmas.

"We've got some great products coming in from Moose Toys, including Gotta Go Flamingoes and Squeakie the Balloon Dog, as well as the Mega Grave Digger

and Megalodon multi-terrain remote control cars from Spin Master," she said.

"There's also the old favourites such as board games, crafting activities, science kits and Lego constructions of varying degrees of complexity suitable for all ages."

Although technology has become a key aspect of children's entertainment, Ms Ramirez said there's still a dedicated following for physical toys.

"There's certainly a huge market for technology-based toys and amusements, but there's still plenty of interest in simple and sustainable toys that don't require a power source to operate," she said.

"Sustainable shopping is growing in popularity, and more and more people are requesting toys that will last for a long time and not require thousands of add-on products."

Toycorp is a 100 per cent Australian owned and operated retail business as well as a longstanding member of the Australian Toy Association [ATA].