

Driven by the joy of toys

CASEY'S TOYS
 Category: Specialised
 Retail Business

CASEY'S Toys isn't just a fun factory for girls and boys - it's pure joy for adults too. Especially for AFOLs - the adult fans of LEGO.

"We cater for babies, toddlers, kids and grown-ups," Casey's Toys marketing manager Jodie Smith says.

"We help people looking for birthday party gifts, we give hints to Santa on what is trending at the moment and make sure our AFOLs know when all the new LEGO arrives in store."

"Our customers know us for having the biggest selection and best advice on everything toys, games, hobbies and more."

Casey's Toys was founded in 1974.

"In the 1970s, brothers Frank and Ron Casey had a dream ... to build a magical toy store for the kids of the Central Coast," Jodie says.

"Driven by a love of toys and a vision to help others, the brothers opened the first Casey's Toys in Ettalong.

"Frank and Ron engaged their mother, Nellie, to



Casey's Toys is a wonderland for kids and grown-ups and staff pride themselves on having the biggest selection and best advice. Photo Supplied

operate the little toy shop while they collected and mended broken toys to sell at greatly reduced prices to the public. From Ettalong the store moved to Gosford and then finally to Erina, its

current location." Casey's Toys flourished thereafter with stores opened in Sydney, Bathurst, Tuggerah, Charlestown, Maitland, Mount Druitt, Wagga Wagga and Wollongong.

"We pride ourselves on having the biggest selection and best advice," Jodie says. "We are passionate about ensuring our customers can find exactly what they are looking for when they visit

us. Often, they will also see some hard-to-find items that are too tempting to pass up as well, from 5000 piece puzzles, niche and adult-friendly board games and, of course, our always-in-demand adult

LEGO sets." Casey's Toys is renowned for its toy specials. On any day of the year, the front of their toy shops are stacked high with top brand-name toys and games at seriously low prices.

Another incentive is the popular Casey's Cash promotion, which is running from September 1 until October 13. For every \$10 spent, customers receive \$1 back in Casey's Cash to use towards their next purchase.

The expert, local staff at every Casey's Toys store can help in all manner of ways.

"If we have a parent in a rush, on their way to a birthday party for a child they have never met before, we offer our expert advice in helping them select the perfect gift so they can make it to the party on time," Jodie says.

"Or perhaps you need to get some Christmas shopping done but have your children with you. Ask our friendly staff and we can assist you in getting your purchases done discreetly and away from prying eyes!"

For more details, visit caseystoys.com.au

CASEY'S EST. 1974 **TOYS**

biggest selection, best advice

Maitland
 Stockland Greenhills
 (near Kmart)

Charlestown
 Charlestown Square
 (near Target)