

CROSSGATES ToysRUs®



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FOR IMMEDIATE RELEASE

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Toys“R”Us® Brings the Magic of Play This Holiday Season with the Opening of a Holiday Shop at Crossgates

Guilderland, NY: Just in time for the holidays, Toys“R”Us is opening a new shop at Crossgates, bringing the joy and excitement of Toys“R”Us to kids and families in the Capital Region. Operated by **Go! Retail Group**, the new shop offers a smaller, easy-to-shop Toys“R”Us experience, with a curated assortment of popular toys and brands including LEGO, Barbie, Hot Wheels, NERF, PAW Patrol, and more.

“We are thrilled to bring the excitement of Toys“R”Us to more families this season, creating an easy and fun shopping destination,” said Alex Winkelman, EVP Business Development of Go! Retail Group. “From the hottest toys of the year to a convenient, family-friendly shopping experience, our Toys“R”Us shops are designed to spread joy and make gift-giving simple.”

For more than 70 years, Toys“R”Us has been synonymous with the magic of childhood, inspiring generations through the joy of play. The new seasonal holiday shop at Crossgates will be open through 2026 and will showcase a curated selection of family favorites—from arts & crafts, action figures, and puzzles to electronics, books, and games—designed to spark fun for kids of all ages, making it a one-stop destination for every holiday wish list.

Toys R Us is now open on the lower level of the shopping center next to Five Below.

Visit www.shopcrossgates.com and follow us on [Facebook](#) & [Instagram](#) for updates on upcoming openings, giveaways, community events, promotions & sales offered at our center and within our stores, restaurants & entertainment venues.

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About Crossgates:

Crossgates is the Capital Region’s premier shopping, dining and entertainment destination offering an impressive selection of national brands and the newest retail concepts. The center is anchored by Macy’s, JCPenney, Dick’s Sporting Goods, Going, Going, Going Gone!, Primark and Best Buy, while offering more than 180 retail shops, including Apple. Crossgates offers 10 entertainment venues and over 20 on-site eateries, such as Dave & Buster’s, Get Air, Billy Beez, Apex Entertainment, Maggie McFly’s and Regal Cinemas with IMAX. Or simply relax at our award-winning day spa, Spa Mirbeau. Located adjacent to a dual-branded 192-room Homewood Suites and Tru by Hilton hotel and a COSTCO Wholesale, Crossgates is your destination to EAT. SHOP. PLAY. STAY. Additional information regarding Crossgates can be found at shopcrossgates.com, Facebook, Instagram, and Twitter.

About Pyramid Management Group, LLC

Pyramid Management Group is one of the largest, most innovative, privately held real estate developers in the Northeast. Headquartered in Syracuse, New York, Pyramid’s portfolio of dynamic shopping, dining and entertainment destinations and expanding hospitality presence dominate the northeast with 10 properties located throughout New York, Massachusetts, and Rhode Island including Destiny USA (Syracuse, NY), Crossgates (Albany, NY), Walden Galleria (Buffalo, NY) and Providence Place (Providence, RI). For over five decades, Pyramid has built its reputation on being first, fast, and ahead of the curve, leading the industry in combining the best elements of traditional retail with world-class dining and entertainment, all under one roof. For more information, visit www.pyramidmg.com.

About Go! Retail Group

Go! Retail Group, a family-owned company based in Austin, TX, is home to a diverse portfolio of brands, including Toys“R”Us, Calendars.com, Go! Toys & Games, and Snoozimals. www.goretailgroup.com.

Note: Additional Images Courtesy of Go! Retail Group, can be found [here](#).

