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**Shop In The Jurassic As Life-like Tyrannosaurus Rex Greets
Specialty Toy Store Customers With A Roaring Welcome**
New Coral Springs store debunks myth that mom and pop shops are extinct.

CORAL SPRINGS, FL September 3, 2019 - Toy Express, a specialty toy store located in Coral Springs, Florida, is thrilled to announce its doors are now open ahead of schedule. The 3,500-square-foot store provides the community with an interactive shopping experience that will quickly become the roar of the town.

In addition to shelves full of games, books, dollhouses, stuffed animals, gag gifts, character items, and other standard toys for kids of all ages and abilities, Toy Express' unique features include:

- Giant T-Rex — Designed by owner Patrick Savoie, a 12-foot animatronic Tyrannosaurus Rex was custom-built in China. Using motion-sensor technology, the dinosaur responds to human movement. Stop on by and help us name our gigantic jurassic friend.
- Doll Adoption Center — Toy Express has a nursery full of realistic-looking newborn dolls in need of loving families. A diverse selection of dolls represent all races, ethnicities, eye colors, hair colors, and features. Once your child chooses their son or daughter, the Toy Express doctor or nurse will weigh the baby and give the mom or dad an adoption certificate before heading home. Accessories such as clothing, carriers, cribs, swings, strollers, and more are also available, so children can continue to build an at-home nursery in subsequent visits. The Toy Express experience is not complete in just one trip.
- Play Area — Toy Express features a 2-story indoor playground designed by owner Melissa Savoie with tunnels, slides, and swings resembling their company logo train. The play area is padded for safety and available to rent for private birthday parties for the little ones under 48 inches tall and up to 10-12 guests. The play area is free to guests making a purchase in the store and open to non-shoppers at a minimal fee per child.

The official grand opening celebration will take place on September 21, 2019 at Toy Express (Turtle Run Shoppes, 6325 W Sample Rd., Coral Springs, FL 33067). Press and bloggers are invited to attend the grand opening event or we can arrange for media to do a preview piece of the store ahead of the celebration.

Owners Melissa and Patrick Savoie can provide expert insight on a variety of topics related to the toy industry, entrepreneurship, and parenting:

- Autism-Friendly Toys — Children with autism have a unique set of needs when it comes to learning and playing style. Toy Express can highlight which items would be enriching to kids on the spectrum.
- Limiting Screen Time — It is a constant battle for parents to lure children away from screens. Toy Express encourages hands-on playing and learning that challenges the mind and imagination. Customers will find very few screens and little technology on the store's shelves.
- Introducing New Baby To Family — Some children struggle with jealousy issues when new siblings are introduced to the family. New big brothers and big sisters can come to Toy Express to adopt a newborn of their own, so they can care for their baby alongside mom and dad. This makes them feel more involved and engaged in the process and avoids a sense of feeling left out and replaced.
- Toys Teach Values — Some toys, especially if associated with a children's movie, have a backstory that can be used to teach morals and values, such as anti-bullying, inclusion, acceptance, and embracing differences.
- Small Business Ownership — Entrepreneurship and small business ownership is important for a community to thrive. No one knows a neighborhood's needs and desires better than locals. At Toy Express, customers will receive an intimate and concierge shopping experience that a big box store cannot offer due to its magnitude. The Savoies have previous retail experience in fashion, but saw a void in the local toy store market they're seeking to fill with the debut of Toy Express.
- Experiential Shopping — Online retailers cannot replace the multi-sensory experience of shopping in a brick and mortar. Toy Express provides the ability to exercise human nature of being tactile creatures. Our staff is available to offer their expertise to help select the perfect items.
- Gift Guides — The holiday shopping season will be here before you know it. Toy Express can curate gift guides to showcase the hottest products or tailor a theme specific to your target audience, such as the best dolls, hottest gadgets, silliest gag items, or character products associated with a current movie release. The owners can also demonstrate how to make a beautiful gift basket and the proper technique to wrap a gift.

Photos of Toy Express are available upon request.

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ABOUT TOY EXPRESS

Toy Express is a specialty toy store located in Coral Springs, Florida. Its unique features include an indoor play area, animatronic dinosaur, and a doll adoption center to create a shopping experience. Toy Express sells board games, dolls and accessories, books, stuffed animals, gag gifts, and educational products for customers of all ages and abilities. The store offers complimentary gift wrapping, a customer loyalty program, and shipping. Space is available for families to book children's birthday parties. Toy Express is located at the Turtle Run Shoppes, 6325 W Sample Rd., Coral Springs, FL 33067. For more information, visit <https://toyexpresskids.com>.

ABOUT THE OWNERS

Toy Express is owned by Melissa and Patrick Savoie, a married couple and parents to three children. Upon immigrating to the South Florida a decade ago, they have been living the American dream. They opened trendy clothing stores stateside and eventually channeled their focus on high-quality children's attire. After gradually introduced toys into the store, the pair noticed that toys were their biggest seller, so the Savoies decided to open Toy Express in 2019.