

Staples Back-to-School Pro Lounge Opens in the Heart of Toronto

Discover the latest trends like you've never seen before



Staples Canada president, Mary Sagat, visits the Staples Back-to-School Pro Lounge in Toronto, Thursday, July 20, 2017. The pop up is open to consumers at no charge, July 21 to July 25, and will showcase trends for the 2017 back-to-school shopping season.

TORONTO, ON, JULY 20, 2017 – With a new school year on the horizon, the *Staples Back-to-School Pro Lounge* will take over the **heart of Toronto** from **July 21-25** for an experience unlike any other. Located at the intersection of **Blue Jays Way and King Street West**, visitors of all ages are invited to explore an immersive ambiance filled with free interactive activities, unique displays, creative workshops and contests, presented by Staples and its various partners.

“The back-to-school season is a true anthropological sensation,” said Mary Sagat, president of Staples Canada. “Regardless of age, income or place of residence, the season is important to most Canadians. The concept for an interactive lounge arose out of this reality and reflects our promise and responsibility to consumers. By doing the research for them, and guiding them every step of the way, we aim to relieve some of the stress people feel throughout the busy shopping season.”

Visitors to the Pro Lounge can enter to win a \$1,000 Staples Gift Card by posting a picture of their favourite area of the lounge, using the hashtag #ThinkStaples. For consumers unable to visit, Staples will broadcast several live events through its Facebook page.

“After months of research and tests, it is such a thrill to showcase our findings and see this project come to life,” says Elena Delli Pizzi, Staples category manager. “Whether you are interested in the basics like backpacks and lunchboxes, the latest tech, or tools for an A+ science project, guests will leave inspired by the displays and activities, and ready to take on the back-to-school season like a pro!”

Activities, workshops and more

THE CLASSROOM, equipped with 16 student desks, sets the stage for the latest in-class products. Workshops will be held throughout the week, touching anything from tech tutorials and how to make slime.

THE TECH CORNER will allow curious cats to try out the latest in gaming, with a simple work space that will transform into a gamer's dream desk.

THE LOCKER ROOM opens the door to big options for tight spaces. Stylish lockers will be showcased by grade, giving students of all ages the inspiration they need to setup a decked out locker.

THE DORM ROOM offers creative options on décor, furniture and storage solutions to make moving out a little easier. This portion of the lounge will also offer free onsite printing, and the opportunity to learn how to make a positive impact on the environment during the school year.

THE CRAFT ROOM allows guests to see the latest in craft essentials. For the first time, kids and kids-at-heart will have the opportunity to play with slime in the kitchen and draw on the walls! Track your impact with the virtual reality goggles set up on site, or get creative at the Rafiki bar...the options are endless.

LIFESIZE ESSENTIALS that even the wildest imaginations will have to see to believe will be featured in different areas of the lounge. Enter to win some great prizes by taking pictures with the jumbo interactive emoji binder to show what your back-to-school face looks like.

Entirely free and open to the public, visit the *Staples Back-to-School Pro Lounge* at 363 King Street West in downtown Toronto, the following dates and hours:

July 21 - 22: 11 a.m. – 8 p.m.
July 23: 10 a.m. – 6 p.m.
July 24 - 25: 11 a.m. – 8 p.m.

For more information, consult the Staples Canada Facebook page at www.facebook.com/StaplesCanada.

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