

MEDIA RELEASE – FOR IMMEDIATE PUBLICATION

Junior's takes top location at Bay Street

One of the most prominent outlets on Level 0 at Bay Street, St Julian's, has been taken up by Junior's, the shop that is predominantly for kids of all ages.

According to Louise Vella, General Manager of Leisure Stores Limited, operators of Junior's, a comprehensive choice of top quality brands are on display in the 160 m² outlet at prices to suit all budgets and occasions, with stocks constantly being replenished as the more popular items quickly disappear from the shelves.

The mezzanine height is put to good use with a split level layout, encouraging patrons to explore this veritable treasure trove of all that will keep children, and adults alike, occupied for hours throughout the long, hot summer.

Among the plethora of brands are Galt, Crayola, Lego and Playmobil to stimulate creativity, the use of children's hands and their imagination. There is a comprehensive selection of board games, Clementoni puzzles, outdoor furniture and sports items, including top licences like Disney, Cartoon Network and Discovery.

For the very young there are top brands like Fisher Price, Chicco, Boikido, Leapfrog and Vtech. Among the soft toys, the perennial favourites are the Smurfs, Moshi Monsters and Angry Birds.

Apart from party items like invitations and party bag fillers, you can also find anything you could wish for to enhance the furnishings of your children's room, from wall clocks to lamps, bed sheets, blankets and throws, to inflatable beds, tents, chairs and torch lights.

Other lines include dolls, led by Barbie and Monster High, including all accessories imaginable, My Little Pony and the Friends line of Lego toys. The boys will have their fair share of fun with Scalextric, Meccano, the Ninjago and Hero Factory range of Lego toys and a wide range of model cars and tools.

For visiting tourists there is the Chicco consumables range and also a choice of travel products. The seasonal range includes a wide choice of beach items.

Ms Vella said that the current top five choice of the kids visiting Junior's in Bay Street is:

- 1) Lego Ninjago and Friends

- 2) Nerf
- 3) Smurfs
- 4) Angry Birds
- 5) Moshi Monsters.

“Although we have been open for only a few weeks, the amount of interest from visitors to Bay Street has been impressive. There is a steady flow of passing traffic and now that we have opened our doors, we are all out to capitalise on this favourable footfall,” Ms Vella said.

– ENDS –

Caption:

Photo of shop front and interior