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The Bon-Ton Stores, Inc. Brings World-Famous FAO Schwarz® Toy Brand to Nearly 200 Department Stores

Just in time for the holidays and here to stay year round, launch will be celebrated with ribbon cutting ceremonies, free gifts to the first 25 children who visit and a special #returntowonder photo contest

MILWAUKEE, Oct. 26, 2017 /PRNewswire/ -- Just in time for the holiday season and here to stay year round, The Bon-Ton Stores, Inc. (NASDAQ: BONT) introduces the world-famous toy brand FAO Schwarz® in [186](#) of its departments stores and on the company's ecommerce website. The venerable FAO Schwarz, established in 1862 and known for its unique whimsical toys, cuddly plush stuffed animals and fun imaginative games, will be available across the Bon-Ton family of department stores at select locations including Bon-Ton, Boston Store, Bergner's, Carson's, Elder-Beerman, Herberger's and Younkers stores. The full assortment of FAO Schwarz-branded merchandise will be offered [online](#) bringing accessibility to a wide range of customers.



"This cherished brand has been enjoyed by children and families for 155 years and we are delighted to carry this unique toy collection in our stores," commented Chad Stauffer, Executive Vice President and Chief Merchandising Officer for The Bon-Ton Stores, Inc.

To celebrate the launch, parents and kids can join in the fun at a ribbon cutting ceremony on Saturday, November 4 at 10:00 a.m. hosted by the store manager. The first 25 children at each location will receive a special gift and have the opportunity to participate in the official FAO Schwarz ribbon cutting and photo opportunity.

Guests visiting the FAO Schwarz toy department can also participate in an Instagram photo contest by snapping a photo or selfie with their favorite FAO toy or stuffed animal and tagging the photo with #returntowonder and #bontonstyle. Photos posted between October 26 through December 9 will be entered for the chance to win one of three FAO Schwarz prize packages, including the grand prize package with the iconic eight-foot oversized giraffe.

Families are encouraged to visit the FAO Schwarz toy department and have fun interacting with and learning about the toys first-hand. Just in time for the holidays, FAO Schwarz is bringing back updated renditions of some of the best-loved items and some new favorites for the toy chest including:

The Piano Mat - This classic toy from the archives of FAO Schwarz measures 69x31 and allows big and little musicians alike to record and playback their own music with the tap of a toe (\$130)

Cuddly Plush - FAO Schwarz 2017 Anniversary bear covered with soft light brown fur and sporting a warm sweater and an adorable collection of premium plush animals ready to cuddle--Golden Retriever, Cheetah, Fawn and Tiger (\$50)

All Aboard--Train Set - Kids will love the fun, interactive motorized train set complete with sound, a holiday classic for kids of all ages (\$99)

British Bomber Drone - Get an aerial view with a free flying drone complete with camera streaming capabilities (\$160)

Ride On - Now kids ages three and up can ride in style with a pair of iconic vehicles from FAO Schwarz. With classic look and quality construction, these heritage items are sure to bring excitement where ever they go. Choose from a Mercedes (\$1,000) or Roadster (\$270)

Retro Bumper Cars - Action pack fun with friends with wireless remote control 1950's Bumper Cars (\$60)

Classic Christmas Book - The classic *The Night Before Christmas* story is now a special FAO Schwarz collectible book to be shared for generations, featuring a genuine leather cover, ribbon page holder and extra Christmas memory pages (\$40)

About The Bon-Ton Stores, Inc.

The Bon-Ton Stores, Inc., with corporate headquarters in York, Pennsylvania and Milwaukee, Wisconsin, operates 260 stores, which includes 9 furniture galleries and four clearance centers, in 24 states in the Northeast, Midwest and upper Great Plains under the Bon-Ton, Bergner's, Boston Store, Carson's, Elder-Beerman, Herberger's and Younkers nameplates. The stores offer a broad assortment of national and private brand fashion apparel and accessories for women, men and children, as well as cosmetics and home furnishings. The Bon-Ton Stores, Inc. is an active and positive participant in the communities it serves. For further information, please visit thebontonstoresinc.com or the company's web site at bonton.com. Join the conversation and be inspired by following Bon-Ton on [Facebook](#), [Twitter](#), [Instagram](#), and [Pinterest](#).

About FAO Schwarz

FAO Schwarz has been a brand synonymous with quality and innovation, offering an unparalleled selection of extraordinary toys that have enchanted generations and cultivated a loyal clientele. With over one hundred fifty years of operation, FAO Schwarz evolved into a must-see destination, attracting over three million visitors annually and over twenty five thousand visitors per day during the holiday season. Drawing inspiration from the original classic products and legendary interactive in-store experience, FAO Schwarz will incite endless possibilities at locations nationwide. For additional information visit faoschwarz.com and follow FAO Schwarz on [Instagram](#) and [Facebook](#) @FAO.



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