

### **Brighten Up Toys & Games Embraces the Challenge of their Fergus Opening During COVID-19**

While COVID-19 restrictions continue to be important for the community, the fun and games must go on! In early March, just as concerns related to COVID were emerging, Fergus' beloved toy & game shop at 735 Tower Street South changed hands from Jesters Fun Factory to Brighten Up Toys & Games. New owners Chris and Stephanie Bailey have been working hard, along with their team, to introduce themselves to their new community while following precautions. Many locals were quite excited to have their first experience with the new store – from a distance! – as free local, contactless deliveries brought toys, games, arts & crafts, and puzzles to the doorsteps of housebound residents and families during April and May. Since then, Brighten Up has been able to re-open their doors with limited public access, increased sanitation measures and physical distancing requirements.

"We are so pleased to be able to welcome customers into the store so we can reveal some of the changes and updates," says owner Chris Bailey, and "we also really appreciate that the majority of our visitors have been patient and understanding that businesses must now have new measures in place. It's our job to develop those measures, but implementation relies on customer cooperation."

Brighten Up's grand opening celebration – originally scheduled for April 4<sup>th</sup> – has been postponed indefinitely due to restrictions on gatherings. However, they hope to hold a low-key ribbon cutting to mark the importance of opening at some point in the coming weeks. The team will also be working on ways to bring back demos and product reveals with touchless approaches as they recognize how important this is for their customers.

"We miss the excitement of special events and the fun of play in our stores," Bailey remarks, "while we anticipate that gatherings at our stores are still quite a way off in the future, we believe it's important to find ways for our customers – and team members – to embrace learning, play and discovery as this is the foundation of our business."

Brighten Up's Erin location has also re-opened and the local support there has been very much appreciated as the team works to recoup on losses from their closure.

"Local businesses rely on our local communities, now more than ever!" says Bailey, "we are lucky to have so many incredible independent businesses in Wellington County. I think residents recognize that we are facing many challenges and that local support is what keeps us going."

To learn more about Brighten Up Toys & Games, stop by their stores at 735 Tower Street South, Fergus and 67 Main Street, Erin – come ready to have fun and to be respectful of the precautionary measures and your fellow shoppers. You can also visit them online at [www.brightenuptoysandgames.ca](http://www.brightenuptoysandgames.ca)



**Have a 'bright'  
day!**

**Chris Bailey**

Owner, Brighten Up

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