

2008-09 Power Play Toys R Us Exclusive Set of 300

2008 Power Play Toys R Us Exclusive Set of 300 (25 Panels)

4 Key Stickers

Sidney Crosby, Carey Price, Martin Brodeur and Steven Stamkos.

Sticker History

The 2008-2009 NHL Toys “R” Us Power Play stickers collection was marketed as a Toys “R” Us exclusive only available and sold in Canada at Toys “R” Us Locations. A group called Activa Global released the product a few months into the 2008-09 NHL season with pictures of players in their current 2008-09 uniforms, which included newly drafted players like Steven Stamkos. These weren’t marketed very well as I only heard about them from a friend who told me about them in his travels to the toy store. This set of 300 stickers was more “mini size” than the Panini stickers from this same year. This set offers a selection of 60 more players than the Panini set from the same year as there are no team logos and 30 extra stickers in the set. This set is jam packed with rookies as there was no Panini NHL set made in 2007. I do have mint albums, singles, panels and sets from this series. There were 25 different cellophane wrapped panels issued. The stickers are very thin and very colorful. The panels most difficult to find are the Evgeni Malkin (Panel #16), Sidney Crosby (Panel #6), Martin Brodeur (Panel #1), and Marc-Andre Fleury (Panel #2). Here is the official news

release about this product put out on November 14th 2008: “The 2008-2009 NHL season is here and Toys”R”Us wants to get you into the action with the NHL Power Players Sticker Collection. This exciting collection is exclusive to Toys”R”Us locations in Canada. It is licensed by the NHL and NHLPA through Aactiva Global Sports & Entertainment. The program launches the week of November 10th, 2008 with the release of a full-colour album and the first 2 sheets of player stickers. Each sticker sheet contains action shots of 12 of the NHL’s hottest stars, and new sheets with all new players will be released every 2 weeks. There are 25 sheets in all and 300 full-colour, action-packed stickers in the collection. The bilingual (English-French) album features a page for each of the 30 NHL teams and a spot for 10 players from each team. The team pages also feature full-colour graphics and a “Fast Facts” box with information about the team’s history. The sticker album retails for \$5.99 and each sheet of stickers will retail for \$0.99. Once again, the NHL Power Players Sticker Collection is exclusive to the 67 Toys”R”Us locations throughout Canada and you can start your collection when the album and first sheets of stickers hit the stores the week of November 10th 2008.”

Sticker Facts

The size of each sticker was about 5.5 cm X 4.2 cm (2.2 in X 1.7 in). There was an album made for this set. Very hard to find in MINT condition as they a cracked spine could be seen so easily on the black background. As well, they were sold in a metal carrier type holder in Toys “R” Us Stores. The album shows these players: Jarome Iginla, Alexander Ovechkin, Sidney Crosby, Vincent Lecavalier, Jean-Sebastien Giguere and Alexei Kovalev.

