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Toy Box at Westgate Mall to Hold Official Grand Opening Celebration February 14 to February 22, 2026

Ribbon Cutting with Mayor of Brockton Followed by Week of Exciting Community Activities

BROCKTON, MASSACHUSETTS (February 2025) – Westgate Mall in Brockton, MA has announced the grand opening celebration for Toy Box Westgate, a vibrant, family friendly indoor activity center designed to ignite imagination, movement, and celebration for children and families. Toy Box, which opened in December, will have an official Grand Opening Ribbon Cutting Ceremony and a week of exciting community activities from February 14 through 22, 2026.

“Westgate Mall is excited to welcome Toy Box Westgate—this is more than just play, it’s a complete, interactive experience for our younger visitors and their families,” says Rebekah McGloin, Marketing Director of Westgate Mall. “We welcome everyone to come and enjoy this week long Grand Opening celebration.”

Schedule of Activities:

Saturday, February 14, 2026 - Best Family Photo with Toby gets $50 game card. (Must post, tag, like, and follow Toy Box Westgate on Facebook).

Sunday, February 15, 2026 - Best Silly Face with Toby gets $50 game card. (Must post, tag, like, and follow Toy Box Westgate on Facebook).

Monday, February 16, 2026 - Grand Opening Day - Celebrate with a ribbon cutting with the Mayor of Brockton, Moises M. Rodrigues at 10:00 a.m., balloon art for everyone from noon to 6:00 p.m., enjoy a free spin on the prize wheel with purchases over $50!

Tuesday, February 17, 2026 - Get Your Glitter On with free glitter tattoos with Toy Box. One per person from noon to 8:00 p.m.

Wednesday, February 18, 2026 - Character Meet and Greet. Say hello to beloved characters, including a cheerful snowman, a cuddly red monster, and everyone's favorite cookie-loving pal! All characters will be available between 11:00 a.m. and 6:00 p.m.

Thursday, February 19, 2026 - Experience our Gift Bag Giveaway, where the first 150 people get a chance to win a $100 game card.

Friday, February 20, 2026 - Enter our free birthday party giveaway: all purchases over $50 will be entered to win!

Saturday, February 21, 2026 - Our Gift bag Giveaway will be back if you missed out! The first 150 people get a chance to win a $100 game card.

Sunday, February 22, 2026 - Get in on our Double Fun Deal where every package is Buy 1 Get Half Off!

Event details are subject to change without notice. First come, first served, while supplies last. Contact Toy Box for complete details.

About Toy Box Westgate
Toy Box Westgate is the ultimate playground destination. Designed with a commitment to safety, creativity, and energetic fun, it features soft-play structures, a DIY crafting zone, and an expansive arcade. With convenient party packages and flexible pricing (with pre-school specials and arcade/DIY activity pricing also available), Toy Box Westgate brings immersive, joyful play to Brockton area families. For more information, visit ToyBoxPlayZone.com.

Westgate Mall
Westgate Mall, an enclosed regional mall in Brockton, Massachusetts, features Burlington, Best Buy Outlet, Planet Fitness, DICK'S Sporting Goods, Old Navy, and Staples, plus a mix of more than 60 specialty stores including Verizon and XFINITY, Bath and Body Works, Famous Footwear, and The Children's Place. Eateries include Chipotle, IHOP, Auntie Anne's/Carvel/Cinnabon, Starbucks and more. Market Basket is also on-site. Westgate Mall is located at the intersection of Routes 24 and 27 in Brockton and accessible via the Brockton Area Transit Authority. For directions and additional information, visit ShopatWestgateMall.com. Westgate Mall is a New England Development shopping destination.

New England Development
For over 50 years, New England Development has taken a creative, entrepreneurial approach to real estate development and management, delivering, and sustaining successful projects across a wide range of property types. The company's national portfolio includes mixed-use developments that combine retail, residential, office, lab and hotel use, outlet centers, high-end and street-front retail, airport retail, hotels, golf courses, restaurants, and marinas. New England Development's diverse portfolio includes CambridgeSide in Cambridge, MA, Allston Yards in Allston, MA, Chestnut Hill Square in Chestnut Hill, MA, Outlets of Des Moines in Altoona, IA, Clarksburg Premium Outlets in Clarksburg, MD, Newburyport Development and White Elephant Resorts, among others. For more information, visit NEDevelopment.com.