



For Immediate Release

Karito Kids® International Travel Charmers® II Land in Stores
Globetrotting Dolls Teach About Other Cultures, Giving Back for Less than \$20

Los Angeles, October 20, 2009 – KidsGive, LLC today announced the arrival of the collectible Karito Kids® International Travel Charmers® II at specialty toy stores across the U.S., and online at www.karitokids.com. As small, soft and budget-friendly versions of the award-winning Karito Kids World Collection of dolls and books, the Travel Charmers II dolls go on educational visits to new places each year.

The cuddly and collectible winners of the FunFare All Stars award measure 16" tall, and feature beautiful embroidered faces and brushable, silky hair. Each limited-edition Travel Charmers II doll wears current fashions inspired by the country she visits, and comes with a collectible charm as a souvenir of her trip. The charm can be added to a matching Travel Charmers Bracelet (sold separately).

Just like the original Karito Kids World Collection, a portion of each Karito Kids Travel Charmers II purchase goes to help others. Using the online code included with every doll, kids can visit KaritoKids.com and choose to direct the donation from their purchase to one of four causes: school, home, health or food.

"Since we launched, our company has helped build more than 27 homes in Honduras, purchase more than 34,000 mosquito nets for kids in Kenya, buy more than 5,600 chickens to feed children eggs in China and provide more than 3,800 books for more than 900 kids in Mali," said Laura Rangel, CEO and Co-Founder of KidsGive, LLC. "Giving is the foundation of our company, and we're pleased to encourage kids' innate desire to help others with our Travel Charmers II line."

Kids can also earn additional World Change™ they can donate to others by visiting the Karito Kids website at www.karitokids.com. Points earned playing online games including Piper's Sea Search™ and World Matchup™ can be converted to World Change and donated through the Karito Kids website. No purchase is necessary to access the Karito Kids online games.

Travel Charmers® II - Destinations

- Gia™ from Italy travels to Greece, after a trip to France in 2008.
- Lulu™ from Kenya travels to Egypt, after a trip to Madagascar in 2008.
- Wan Ling™ from China travels to Russia, after a trip to Japan in 2008.
- Pita™ from Mexico travels to Argentina, after a trip to Brazil in 2008.
- Zoe™ from America travels to England, after a trip to Canada in 2008.
- The newest Karito Kid, Piper™ from Australia, travels to Ireland.

The Travel Charmers II dolls are safety-tested to U.S. and Canadian standards for children ages 3 and up. The dolls retail for \$19.99, and the matching bracelets retail for \$8.

About Karito Kids®

Karito Kids started with a simple goal: to help Kids Give. Children around the world want to aid others, and they share similar hopes and dreams despite their differences. In 2007, this philosophy inspired the founding of KidsGive, LLC and its multicultural line of dolls and books, Karito Kids. The name Karito [ˈka-ree`-toe], meaning charity and love of one's neighbor, comes from the constructed international language, Esperanto. A portion of every Karito Kids purchase supports children's humanitarian projects worldwide. The company's core commitments to charity and global awareness have attracted industry and media attention, resulting in dozens of prestigious awards, including the #1 Toy of the Year. Learn more about the Karito Kids line of books and dolls at www.karitokids.com. Visit the KidsGive website at www.kidsgive.com to find out more about the Los Angeles-based company and the causes funded by every Karito Kids purchase.

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