



[Are your kids part of “Generation G”?](#)

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KARITO Kids We've heard of Generation X and Generation Y, but Generation G might be the most important one yet. Toy maker [KidsGive](#) recognizes children's inherent desire to save the world by becoming more globally aware and giving to children in need and so the company has developed [Karito Kids](#), a new line of international dolls and books perfect for Generation G (“G” as in give).



Karito Kids kicks off its late summer launch with five dolls, which include Pita from Mexico City, LuLu from Nairobi, Gia from Florence, Wan Ling from Shanghai, and Zoe from New York. The dolls are 21 inches tall, designed to look like an 11-year-old girls, and are ethnically correct. And when I say ethnically correct, I don't mean the dolls simply come in different colors. KidsGive actually hired an experienced and renowned doll sculptor to sculpt each doll's face from scratch.



I received the [Wan Ling Doll](#) from Shanghai, and ever since she arrived a couple months back my girls have truly enjoyed her. With a part vinyl, part soft body her clothes are easy to change around. They especially love the slightly larger size and older look, at least that's my best guess as to why Wan Ling is the only doll (not counting Barbies) with which they've ever really played. Plus Wan Ling arrived with a great part fiction, part fact book all about an adventure in her home country complete with landscapes, cultures, and beliefs. I love giving my children fun and interesting ways to learn about other cultures!



Sure, Karito Kids are a great way to become more globally aware, but where does the “give” part fit in? Well, through the purchase of an Karito Kids product, a percentage of the sales will be donated to Plan USA, a worldwide children's charity. By entering a unique code found on every product at [KaritoKids.com](#), children can select one of four charitable causes (growing up healthy, learning, habitat, or livelihood).

And even better, children can play interactive games on the website and rack up “world change” (kind of like points). This “world change” is converted to real money donations children can direct to Plan's charity for kids. Now THAT is a fantastic way for children to give! The company's even caught Oprah's attention, as Karito Kids will be featured in The O List in the August issue of *O, The Oprah Magazine*.

[KidsGive](#) has definitely captured the spirit of Generation G with their new line of international dolls. As the company puts it so perfectly: “Open her world, her mind, her heart.” –Emily