

Kids Gifts

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Open her world, her mind, her heart with Karito Kids, the international dolls that expose young children to the importance of social responsibility and charitable giving. Made with remarkably ethnically accurate features to highlight each distinctive beauty, the five

dolls represent 11-year-old girls who come from African, Asian, Caucasian, Latin and Mediterranean ethnicities. The dolls are also sold wearing a culturally appropriate outfit (rather than a traditional one) and come complete with a fictional chapter book telling each girl's story (books also sold separately). After purchasing Lulu, Wan Ling, Zoe, Gia, or

Pita (the five girls), 3 percent of sales will be donated to Plan USA, a worldwide children's charity. By entering a unique code found on every product, children can personally select the charitable cause (growing up healthy, learning, habitat or livelihood) to which they'd like to donate.

Through this powerful new doll and book combination, children

can start early in learning cross-cultural understanding to see that all kids, no matter where they live or what color their skin, are fundamentally the same. Karito Kids also really offer a way to GIVE BACK – a phenomenon in which many children love to take part, but often don't know the where, who, or how. MSRP \$99.99

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Karito Kids, the new international dolls that represent five distinctive cultures and expose young children to the importance of social responsibility and charitable giving, now offer up five exciting adventure mystery books! Each doll comes with her own story, but books can also be purchased separately so young fans can be involved in all five journeys. Written in a style that blends fiction and non-fiction, each book takes the main character through an exciting adventure in her home country. Readers can settle in with Lulu from Kenya, Wan Ling from China, Gia from Florence, Zoe from NYC, and Pita from Mexico City as girls offer up their own landscapes, cultures, celebrations and beliefs. Written at a fifth grade reading level, the books also include a journal at the back of each story detailing real facts about the country and culture, as written by each of the main characters.

Readers can even extend the book experience by locating clues throughout the story that will help them solve mysteries that can be found on the Karito Kids website. As with the dolls, each book features a unique code that allows readers to donate a percentage from the sale of their book to Plan USA, a worldwide children's charity. Kids can personally select the charitable cause (growing up healthy, learning, habitat or livelihood) to which they'd like to donate, offering a great answer to the where, who, and how questions kids face when wondering how to give back to the community & the world! MSRP \$10.95; Set of five MSRP \$49.99