

35TH ANNIVERSARY EDITION

DOLL

READER

AUGUST 2007

For Young COLLECTORS

Meet the Karito Kids

These new 21-inch dolls from KidsGive LLC are called Karito Kids. They have unique personalities and backgrounds and are dressed in only the most fashionable outfits. They come with a storybook about their adventures, and their soft-body torso makes them easily huggable, too. So grab your favorite doll, curl up with a good book, and don't forget to turn to the back of the book where you can find out more about where each Karito Kid lives by reading their journal. When you're finished, visit www.karitokids.com to check out some of the interactive online games and decide which cause you would like KidsGive to make a donation to.



Wan Ling

Wan Ling is from
Shanghai, China





Gia

Gia is from Florence, Italy



Lulu

Lulu is from Nairobi, Kenya



Psssst ... Hey Parents!

The concept behind KidsGive LLC's newest line of international dolls and books is simple: kids for kids. But that doesn't mean parents should pass by, because you're probably going to start seeing a lot more of these dolls.

"To be candid, the feedback so far is almost too good to be true," says Laura Rangel, CEO and president of KidsGive. KidsGive was established in 2005 by Laura Rangel and Lisa Steen Proctor, COO, with a goal to teach children social responsibility and charitable giving. Through its vinyl play doll line called Karito Kids—a name that also means charity and love of one's neighbor in the constructed language Esperanto—KidsGive hopes to teach children about the world today and enable children to be directly involved in the process of giving to children's global humanitarian projects.

The dolls stand 21 inches and have been designed to realistically resemble the body of an 11-year-old girl. They each feature an original sculpt that represents their ethnicity and are part vinyl and part soft body. "We couldn't be more pleased as our unique face sculpts were meant to celebrate the beauty in diversity and ethnicity, and the fashions were designed to reflect the contemporary styles found worldwide," says Laura.

But accomplishing such realism in the dolls wasn't as easy as it seemed. "I remember Lisa and I being at the factory and wanting [Lulu's] skin tone to be darker, reflecting the true beauty of a Kenyan," says Laura. "They advised us that may not be a good selling option to go so dark. We didn't care. I still don't. She turned out exactly as we envisioned her to be ... beautiful dark chocolate skin with luscious lips and bouncy ringlet hair. She comes to life through her story, which enables the reader to understand the reality of poverty and the challenges of daily life without it being too in your face. And, it also emphasizes the newfound empowerment of girls, particularly in professional sports, to be who they want to be."

The dolls' personalities are unique, their clothing is both modern and practical, and

For Young COLLECTORS

when paired with a storybook that tells the exciting adventure had by each character, children may find themselves learning and having fun all at once.

KidsGive donates 3 percent of each sale to Plan USA, a charity started in 1937 that has expanded its reach to more than 65 countries today, which strives to achieve lasting improvements in the quality of life of children in developing countries. Children simply visit the Karito Kids Web site to activate the charitable donation, and they can not only choose the cause that they'd like the donation to go to, but also check back for updates on the cause, too.

"Someone described our brand as the one-two punch," says Laura, "where at shelf they see a beautiful doll and book, then they realize that there is a whole interactive online component as added bonus and relevance to today's kids, but then to top it off, when you buy the product, you are simultaneously helping a child in need."

There's no denying that children are the future. Perhaps the time to instill a sense of global community is now. According to Laura



Pita

Pita is from Mexico City, Mexico

and Lisa of KidsGive, "fundamentally all kids are the same no matter where they live, and it is up to us, no matter how small, to help each other out."

For more information, visit www.kidsgive.com. DR