

OBJECT OF DESIRE

## Dolls Keep On Giving

The Karito Kids Teach Children About Diversity, Social Responsibility And Charitable Deeds

**W**e love it when we find an object that's not only highly desirable but also does some good.

Meet the Karito Kids, a new line of ethnically accurate dolls that aim to teach children about social responsibility, multiculturalism and charitable giving. (Think of them as the anti-Bratz, the hyper-sexed, underdressed line of plastic dolls that are the rage right now.)

Called a first-of-its-kind line of toys, the Karito Kids are five pre-teen girls from all corners of the world: Lulu from Kenya, Wan Ling from China, Zoe from the United States, Gia from Italy and Pita from Mexico. The 21-inch plastic dolls come dressed in modern takes on culturally influenced outfits, each with her own adventure book that tells her fictional story and that of her country.

"Children are the same around the world, but with subtle differences which make them unique," says Laura Rangel, co-founder of the line, which hit stores in August. "World-mindedness is critical to help our children connect with their peers and develop an appreciation for the beauty in

diversity."

Developed by Kids Give LLC, the line also means to get children in the mind, and habit, of donating to charity. Three percent of the \$99 price tag is funneled to Plan USA, a global children's charity. Children can log onto KaritoKids.com to enter their doll's unique code and choose one of four activities to support with their donations: Growing up healthy, learning, habitat or livelihood.

The giving doesn't stop there. The website's interactive games allow kids to rack up virtual currency called "World Change" — points that get converted into real money that Kids Give donates to Plan USA.

With so many brands of large, vinyl collectible dolls lining today's toy store shelves, we love the idea of one that shows kids that giving can be as much fun as getting.

