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## **CHILD'S PLAY FOR WORLD CHANGE™**

### ***Karito Kids® Combines Games, Toys And More For Giving***

Los Angeles, CA (October 20, 2008) – Most parents have overheard conversations their children have while playing with their friends. They usually talk about schoolmates, pets or maybe a favorite celebrity. But if you listen to young girls who are playing on the new Karito Kids® website, you'll hear discussions about different ways in which they'd like to help change the world.

Karito Kids World Collection is an award-winning new line of ethnically accurate international dolls and books, designed to help teach children around the world about the importance of social responsibility and charitable giving. The company believes that children are naturally charitable and only need to be given the opportunity. It approaches this goal through a methodology that can be summed up quite simply as "the more you play, the more you give."

The company has made a name for itself by blazing trails in 2007 by combining the value of giving with the joy of beautiful, book-based dolls, so it's not surprising that it would be the first company to combine the traditional play of dolls and books with online interactive gaming. Toys and online games are one of the most-talked about spaces in toys and games, but Karito Kids approach to combine dolls, books, giving and gaming is totally new and fresh.

Karito Kids has created a website that not only allows kids to extend their play onto the internet but actually strengthens the concept of giving. Following the evolving play patterns that have arisen from the internet, the online games and activities give children the ability to interact and communicate with peers' worldwide, opening their eyes to new cultures and trends. For many parents the addition of an "interactive and social networking" element of playing on the internet represents a departure from the traditional play that they knew as children.

"This is a wonderful thing," says Karito Kids co-founder, Laura Rangel. "As adults, we need to see that this doesn't replace the face-to-face interaction but rather enhances it by giving kids more friends and more time playing with one another. Combining a traditional play pattern with an online interactive component, (in our case, it is the ability for a child to choose an important cause and direct the donation from Karito Kids products and games to that cause) supports the social culture system in which today's children live." Many sites today support consumerism in that the kids' points allow them to make virtual purchases of material items online. Laura Rangel points out, "We wanted to reinforce that having fun can also mean helping others. Thus, the player earns a coin called World Change™ after so many points which then allows them to select a cause they care about: food, health, home or school and the coin is donated towards that cause." And the noble thing here parents is that this is not just a virtual donation! KidsGive®, the parent company of Karito Kids, actually does donate real money based upon the selection of causes to Plan USA, a children's charity.

To help accomplish its goal Karito Kids has created five fun, relatable girls that represent different cultures from around the world. Ling is just crazy about pandas and science from China, Lulu is an aspiring soccer star from Kenya who also happens to be a kids tv co-host, Zoe is a bohemian songwriter from New York, Gia is a fashionista and budding designer from Italy and Pita is a medal winning equestrian from Mexico. (Soon, a sixth girl will join the

bunch: Piper, or Pip for short, from Australia who is all about the environment.) The dolls and their adventure books take children around the world so they can learn fun and interesting facts about different cultures and countries.

But the giving adventure only begins there. KidsGive has done an incredible job of helping children to view caring about others as a way of life. And it not only teaches ways to help but provides opportunities to do so. This is where the [www.karitokids.com](http://www.karitokids.com) website comes into play (pun intended!)

When a girl gets her first doll, book or accessory, she receives a special code and is invited to "activate" her code by entering it on the Karito Kids website. Once the product is activated, she can read about different charitable causes that KidsGive supports through Plan USA, a children's focused charity. She gets to choose the cause she wants to support and can even get emails about the progress of her cause! KidsGive donates 3 percent of the retail price of all products to Plan USA.

In addition to the charitable activation, the fun, safe and child-friendly Karito Kids website has online games, downloadable coloring pages, customizable e-cards and more for everyone to enjoy. Karito Kids does not require a purchase to play. However, each player who registers gets their own virtual passport to customize. This virtual passport allows them to keep track of the games they have played through colorful stamps signifying their completion and tallying their points towards a World Change coin. There are a variety of games all tied into the current characters and their environments. For instance, through the *Culture Crossings*<sup>™</sup> game, kids can learn about different cultures by taking colorful multiple-choice quizzes about the native countries of each Karito Kid. Each Karito Kids book also has its own game online that ties into things read within the story. And, with the *Hidden Quest*<sup>™</sup> game, the players attempt to unscramble each of the characters' environments while identifying traditional items within those countries and cultures.

Recognizing and acting upon the evolution of play patterns is necessary in creating new toys that will be embraced by new children. And while KidsGive is creating wonderful products based on that fact, they also hold firmly to the belief that charity and social responsibility will always remain traditional values that must be taught to all children.

KidsGive introduced the Karito Kids World Collection in July 2007, which are sold at FAO Schwarz, Neiman Marcus, and scores of specialty toy stores across the country. Having won the #1 Toy of the Year by Family Fun amidst dozens of other awards, they are a bonafide, runaway hit.

See [www.karitokids.com](http://www.karitokids.com) for information.