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## **KARITO KIDS® ARE GIVING DOLLS A GOOD NAME – AND GIRLS A GOOD ROLE MODEL**

### ***Karito Kids® Dolls Are Honored With A 2007 National Parenting Center Seal Of Approval***

Los Angeles, CA (October 20, 2008) – When it comes to dolls for young girls let's face it -- it's a vinyl jungle out there. Sadly, not all of those dolls are exactly the types of role models you'd want your daughters to emulate. But the National Parenting Center's 2007 Fall Seal of Approval has emerged from their recent "approved toy safari" with a new line of dolls that any parent would love to have their child be like.

Here is what The National Parenting Center has to say about Karito Kids World Collection of dolls and books:

#### **Karito Kids World Collection Dolls and Books**

Award Category: Toys, Puzzles, Dolls and More  
Recommended Ages: 6 and up  
Price: 99.99

"In the world of dolls there are various segments or categories. When it comes to large vinyl preteen girl dolls there is American Girl® and then there is everyone else. A tough field to crack but according to our testers, there is a new player in town. These very pretty girl dolls are from a variety of ethnic and cultural backgrounds. Reviewers noted that they are clearly girls with a good fashion sense, accessible and appropriate. Each doll also comes with her very own mystery book that liberally sprinkles in facts about each doll's country. Some younger testers will not appreciate the book as much as their older siblings as they are written well, but for the higher end of elementary school. Finally, with every Karito doll sold Plan USA, a global children's charity, receives a donation."

The National Parenting Center was founded in July of 1989 with the intention of providing the most comprehensive and responsible parenting advice to parents everywhere. The advice provided is furnished by some of the world's most respected authorities in the field of child rearing and development.

The National Parenting Center's Seal of Approval program was created in 1990 as an adjunct to TNPC's support services. It identifies the finest products and services being marketed to the parent/child audience. From educational and entertainment products and equipment to travel destinations, the consumer oriented testing process solicits evaluations from parents and their children. This award signifies to other parents that their peers have acknowledged a product's quality and desirability based on a wide variety of determining factors.

**KidsGive, LLC**<sup>®</sup> is the manufacturer of the new line of dolls and books that is redefining corporate social responsibility. How? By developing an interesting and unique concept that directly brings the child into the actual process of giving to, and understanding the development of children's humanitarian projects around the world. By donating 3% of the retail price of all Karito Kids<sup>®</sup> products to support children's charity Plan USA, KidsGive's goal is to teach a generation of children what charitable giving really means.

The line launched in summer 2007 with five doll and book sets:

- Zoe and book "The Manhattan Menace"
- Wan Ling and book "Shanghai Secret"
- Lulu and book, "Nairobi Nightmare"
- Pita and book, "Mexico Mystery"
- Gia and book, "Florence Fiasco"

Karito [ka-ree`-toe] noun.

Etymology: from the constructed international language, Esperanto, a universal second language created to foster peace and international understanding.

1: charity, 2: love of one's neighbor

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

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