

KARITO Kids®



KARITO KIDS® WORLD COLLECTION

Karito Kids® by KidsGive™ are not just dolls and books – but based on a philosophy that children around the world are fundamentally the same and that, given the opportunity, have a desire to help and give back. Karito Kids help teach children around the world about the importance of social responsibility and charitable giving.

Mixing international flair with the joy of giving, the Karito Kids group of multi-ethnic friends open the hearts of girls worldwide by inviting them to donate a percentage of their doll's retail price to a global children's charity, Plan International. As a result, children learn about humanitarian projects from around the world and are encouraged to help underprivileged children by donating to one of four charitable causes.

The Karito Kids all stand 21" tall, with jointed limbs and a soft torso, and highlight the unique beauty of their own individual heritage. The dolls are proportioned to represent an 11 year old girl and are styled in chic and age-appropriate fashion styles of their respective country. Each Karito Kid comes complete with her related book and has a suggested retail price of \$99.99. The recipient of more than 17 awards, including FamilyFun's coveted #1 Toy of the Year Award, Karito Kids were first introduced in July 2007.

Karito Kids' current line of global gals includes: Wan Ling from China, Gia from Italy, Lulu from Kenya, Zoe from America, Pita from Mexico along with Piper from Australia made her debut in July 2008. Standing 21" tall, the phthalate-free dolls feature an original sculpt that focuses on the distinctive beauty of each doll's ethnicity. Each of the dolls is dressed in fashionable clothing reflecting the influence of both her culture and personality and comes with a hard-cover adventure mystery book set in the country the doll represents.

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Also available from Karito Kids:

Karito Kids Travel Charmers Bracelet

With the new Karito Kids Travel Charmers Bracelets, children are invited to celebrate the unique personalities and cultures of the original Karito Kids. Charms depicting recognizable icons from the dolls' home country adorn the rubber bracelets. Three charms come with each of the fun, fashionable bracelets with one space left for the charm, that is included with the purchase of the new Karito Kids Travel Charmers Soft Dolls, to complete the bracelet. A clever globe charm serves as the bracelet's closure and allows the child to size the bracelet to fit her wrist. There are five bracelets in total: Zoe includes an apple, cab, and guitar; Pita includes a horse, sun, and cactus;

Wan Ling includes a butterfly, yin/yang symbol, and panda bear; Gia includes a diamond shoe, flower, and sunglasses; and Lulu includes a soccer ball, palm tree, and giraffe.

MSRP: \$8.00

Karito Kids Travel Charmers Soft Dolls

At 16" tall, Karito Kids Travel Charmers Soft Dolls are the "smaller" versions to the five original poseable Karito Kids play dolls: Zoe, Pita, Lulu, Gia, and Wang Ling. Huggably soft, the Travel Charmers Soft Dolls introduce the same global awareness and education provided through their 21" tall counterparts – the original Karito Kids.

They also are the ideal size for kids to take on adventures of their own. Easy-to-carry and easy-to-pack, Travel Charmers make excellent travel companions and are a great way for kids to take a friend, whether it's an exotic destination, local vacation, or cross-town sleepover. And before the dolls reach their new homes, each brings with a new travel story of her own and a souvenir rubber charm to complete the doll's Travel Charmers Bracelet (sold separately). Zoe stays in North America, but crosses the border to Canada, represented by a maple leaf charm. Wan Ling travels from China to Japan, and adds a pagoda charm to her bracelet. Pita leaves Latin America for the beaches of Brazil in South America and returns with flip flops. Gia makes her way from Italy to France and is charmed by the Eiffel Tower. And Lulu flutters out of Kenya to Madagascar and flits away with a butterfly charm.

MSRP: \$20.00

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About Karito Kids and KidsGive

Launched in July 2007, Karito Kids had earned the Family Fun "Toy of the Year" Award, as well as 16 other prestigious awards, in less than a year. Karito Kids and its parent company KidsGive have made it their mission to teach children the importance of social responsibility and charitable giving. Operating under a corporate philosophy of giving back, the company has set the example and set the stage for kids to actively help other kids around the world. Three percent of the retail price of all Karito Kids products is donated to children's humanitarian projects through Plan USA, an established and respected children's charity. The child designates how that three percent is donated; choosing one of four causes (food, health, home or school) to begin making a difference in the lives of children that are less fortunate. To learn more about the Karito Kids line of dolls, visit www.karitokids.com. Visit www.kidsgive.com to learn more about the company and its charitable mission.