



FOR IMMEDIATE RELEASE

Media Contact:

Lauren Grande
Southard Communications
(212) 777-2220
Lauren@southardinc.com

INTRODUCING PIPER WHELAN FROM DOWN UNDER
Aussie Gal Joins Collection of Karito Kids® World of Charitable Dolls

NEW YORK, June 9, 2008 – Award-winning KidsGive® today introduces Piper Whelan of Sydney, Australia, the latest member of its Karito Kids® World Collection of international dolls and books. Piper, who comes to life as an 11 year old girl from Bondi Beach, reflects the beauty of her ethnicity and joins her group of international friends including Gia from Florence, Italy; Zoe from New York, New York; LuLu from Nairobi, Kenya; Pita from Mexico City, Mexico; and Wan Ling from Shanghai, China to help raise awareness about her native Australia and its unique culture.

Piper, who enjoys surfing and volunteers as a junior lifeguard, is also an activist and likes to open the minds of her friends and family through a children’s adventure mystery book. In her hard-bound fictional book, she chronicles her adventures as she discovers sea creatures washing up on the shore of Bondi Beach and describes how she helps solve the mystery to save the local whales and dolphins. Piper also shares an 8 page journal of interesting facts about Australia.



Mixing an international flair with the joy of giving, Piper and her group of multi-ethnic friends also try to 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 USA. 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.

“KidsGive developed the unique Karito Kids concept to help open the minds, hearts and the worlds of young girls around the globe. Each of our six characters, and their accompanied books, are designed to give kids an appreciation for different cultures, encourage and empower their humanitarian impulses and stimulate their minds,” says Laura Rangel, President, KidsGive.

Piper and her friends all stand 21" tall, with jointed limbs and a soft torso, and highlight the unique beauty of their own individual heritage. They are proportioned to represent an 11 year old girl and are styled with chic and age-appropriate fashions 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 14 awards, including FamilyFun's coveted Toy of the Year Award, Karito Kids were first introduced in July 2007.

#

About Karito Kids and KidsGive

Karito [ˈka-ree-toe], is a word from the constructed international language, Esperanto, meaning charity and love of one's neighbor. 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. KidsGive are of the fervent desire to help teach children around the world about the importance of social responsibility and charitable giving.