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**Media Contact:**

Lauren Grande  
Southard Communications  
(212) 777-2220  
[Lauren@southardinc.com](mailto:Lauren@southardinc.com)

## **KARITO KIDS DEBUTS FIVE CHILDREN'S BOOKS TO COMPLEMENT NEW DOLL LINE AT BOOK EXPO**

Los Angeles, CA (October 20, 2008)—A new kind of children's book is being launched this summer. A series, known as Karito Kids™ Adventures, is not only a fun read but also allows kids to participate in helping other children around the world, play interactive games on the Karito Kids website and help kids to become globally aware. The Karito Kids Adventure series debuts with five books that take the reader around the world, each one featuring an 11-year old girl in a fun mystery adventure that highlights her country's culture, traditions, people and landscapes.

KidsGive, Inc., the publisher of the Karito Kids Adventures, set out to create a line of books that complemented its international dolls and provided a fun way for kids to become globally aware and to learn about charitable giving. At **Booth 842 of Book Expo 2007**, book retailers and others will have the opportunity to see the five Karito Kids books and dolls whose characters the books are based on and begin to understand why they are receiving such a warm welcome from the media, including inclusion on Oprah's "O List" for her August 2007 issue of The Oprah Magazine and an InStyle-covered party hosted by celebrities Brooke Shields, Holly Robinson Peete and Julie Moran.

"This is such an amazing concept that is backed by a quality product," said actress and mother Brooke Shields. "It reaches the hearts of parents, delivering a message and a much-needed global connection for our kids. As a parent, I am all for that."

The five books debuting at Book Expo are:

- Shanghai Secret (Wan Ling's book)
- Nairobi Nightmare (LuLu's book)
- Florence Fiasco (Gia's book)
- The Manhattan Menace (Zoe's book)
- Mexico Mystery (Pita's book)

The Karito Kids hardcover books are written in a part-fiction, part-fact style by Edgar Award-winning author Walter Sorrells and are illustrated by Funny Pages Production (two former Disney animators). The books are written at a 4- to 5- grade reading level and include a scrapbook of the main character's country done from the character's perspective. The individual books have a suggested retail price of \$10.95, or \$59.99 as a five-book set. The dolls are targeted to children ages 6 and up, and the doll and book packages have a suggested retail price of \$99.99.

The company brings some very exciting dimensions to the enjoyment and learning values of the books. As kids read the books and gain an understanding of other cultures, they can go to [www.karitokids.com](http://www.karitokids.com) to play interactive games and win "points" that the books will help them gain. But these games have a twist—the points are "World Change," which will be converted by KidsGive into real donations to children's charity Plan, a worldwide children's charity.

In addition, through the purchase of any Karito Kids product, 3% of the suggested retail sales price will be donated to Plan. By entering a code at karitokids.com that is found on every product, children will be able to select one of the four charitable causes (growing up healthy, learning, habitat or livelihood) to which a donation will be directed. The single quality that makes Karito Kids stand apart from its competition is the interactive activation process which uniquely brings the child into the actual process of giving to, and understanding the development of, children's humanitarian projects around the world.

Lisa Steen Proctor, COO and Co-Founder, points out, "We are not aware of any other toy company that has combined the purchase of a product that has a traditional play pattern with an innovative interactive online charitable component in the way KidsGive does."

The dolls are 21 inches tall (a bit taller than other play dolls in this category), are fashioned to look like 11-year-old girls and have a 2/3 vinyl, 1/3 soft middle body that make them easy to play with and dress. Another aspect that was very important to KidsGive was creating dolls that are ethnically accurate. Unlike many play doll companies, KidsGive did not simply pour brown vinyl into a white doll mold. They hired an experienced and renowned doll sculptor to create unique molds to reflect the beauty in each ethnicity.

The experience of reading the books and playing with the character as a doll is about building a bridge of cross-cultural understanding that all kids – no matter where they live or what color their skin – are fundamentally similar. And yet in many places around the globe, it is a struggle for children to get a meal each day, have a safe place to call home, or go to school in peace.

KidsGive President and Co-Founder, Laura Rangel, sums it up, "the one message that we hope everyone will walk away with is that Karito Kids products are creating a sense of world-mindedness, that fundamentally all kids are the same no matter where they live and it is up to us, no matter how small, to help each other out."

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KidsGive is a manufacturer of dolls and books that is redefining corporate social responsibility 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 a percentage of the retail price of all Karito Kids™ products to support children's charity Plan, KidsGive's goal is to teach a generation of children what charitable giving really means.

Karito [ˈka-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