

GIVE THE GIFT OF GIVING WITH KARITO KIDS®

New culturally diverse dolls and adventure books teach children about awareness and charity!



Los Angeles, CA – In a world where children are constantly bombarded by media flooded with “me” messages, it’s getting harder and harder to help children discover the power and reward of giving as opposed to getting. **Karito Kids®** offers a way to expose children to the importance of social responsibility and charitable giving, while also providing an education about cultures around the world with this new collection of

ethnically diverse dolls.

A first of its kind, the ethnically accurate features highlight the distinctive beauty of the five dolls who represent 11-year-old girls from African, Asian, Caucasian, Latina and Mediterranean descents. Dressed in their modern culturally influenced outfits, Lulu from Kenya, Wan Ling from China, Zoe from the United States, Gia from Italy, and Pita from Mexico also come with a fictional book telling each girl’s individual story of her country and culture through a fun mystery adventure.



Lulu

Written at an 8-12 year-old reading level, the books also include a scrapbook detailing real facts about the country and culture, as written by each of the main characters. Readers can even extend the book experience by locating clues throughout the stories that will help them solve mysteries found on the **Karito Kids** Web site. The books are also sold separately so children can learn about other cultures as well even if they don’t buy a doll.



Wan Ling

“Children are the same around the world, but with subtle differences which make them unique,” explains Laura Rangel, president and co-founder of **Karito Kids**. “World-mindedness is critical to help our children connect with their peers and develop an appreciation for the beauty in diversity.”

Standing an impressive 21 inches tall, each vinyl and soft-body doll features an original sculpt that showcases the unique features of each ethnicity and pays careful attention to the latest fashions of their respective country. **Karito Kids** are the perfect size for children of all ages to accompany their new friend on daily outings, to a friend’s house or even Grandma’s.

For each **Karito Kid** and **Karito Kids Adventure Book** that is sold, **Karito Kids** will donate a percentage to the worldwide children's charity, Plan USA. Children themselves are actively involved in choosing how to donate and simply enter the unique code found on each product at www.KaritoKids.com and then personally select the charitable cause (growing up healthy, learning, habitat or livelihood) to which they'd like to donate 3% of the retail price.



Zoe

Karito Kids present a way to *give back*, offering an answer to the who, where, and how questions children face when wondering how to make a difference. Through this new doll and book combination, children can start learning early about cross-cultural understanding to appreciate that all kids –regardless of where they live, or what color their skin – are fundamentally the same. **Karito Kids** propose a way to connect with today's generation of children who are constantly exposed to global trends, advanced technology, world travel, and a sophisticated way of life.



Gia

The concept of combining traditional play patterns with innovative interactive technologies is the driving force behind the website, www.karitokids.com, which empowers kids to help other kids while having fun themselves. Beyond the product activation, the online games allow children to earn a virtual currency known as "World Change" that is converted to actual money by **Kids Give**.



Pita

Karito Kids is about the hands-on involvement and interaction that children receive through the products," adds Lisa Steen Proctor, chief operating officer and co-founder of **Karito Kids**. "Reading and seeing the beauty in different cultures is where we make a difference."

Karito Kids for ages 6 and older, **MSRP \$99.99**, **Karito Kids Adventure Books**, **MSRP \$10.95** or **\$49.99** for the set of five and **Karito Kids** products are available at FAO Schwarz, Neiman Marcus, specialty children's boutiques, toy stores, and www.karitokids.com. For more information about **Karito Kids**, please visit www.kidsgive.com or call 877-KIDSGIVE (543-7488).

About Karito Kids®:

Kids Give, LLC. was created by Laura Rangel and Lisa Steen Proctor to develop toys, books and other related products to raise global awareness among children by teaching them about their peers around the world. Through actively exposing children to the importance of social responsibility and charitable giving, **Karito Kids™** aims to make a difference. The name **Karito Kids™** defines charity and love for one's neighbor. With the purchase of the dolls and their accompanying adventure books, along with the interchangeable clothing and accessories, kids will be donating a percentage of the purchase directly to a cause and be able to track its progress.