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FOR IMMEDIATE RELEASE

HOW AN IRRESISTIBLE NEW TOY BRAND HERALDS THE ARRIVAL OF “GENERATION G”! (HINT: THE “G” IS FOR GIVING)

Los Angeles, CA (February 11, 2007)—Children have always wanted to save the world (and goodness knows, right now it could use a bit of saving.) Enter a very new kind of toy maker, KidsGive, LLC, with a fun way for kids to become globally aware and participate in helping other children around the world.



KidsGive introduces Karito Kids™, a new line of international dolls and books that makes a difference. “Wan Ling” from Shanghai, “Gia” from Florence, “Lulu” from Nairobi, “Pita” from Mexico City and “Zoe” from New York will make their toy world debut at the **American International Toy Fair February 11-14 at Javits**. The dolls are targeted to children ages 6 and up, and the doll and book packages have a retail price of \$99.99.

With the ethnically diverse Karito Kids, any child can now have a play date with kids from all over the globe. “Giving each doll a highly realistic look celebrates the unique beauty inherent in each ethnic group,” says KidsGive CEO Laura Rangel. “The brand line represents a modern-day way of life in each country and culture, providing today’s view of events, values and fashion that shape each generation.” Adds COO Lisa Steen Proctor, “Our Karito Kids come to life through beautifully made 21” vinyl play dolls (representing 11-year-old girls), fun adventure books, and a whole range of interchangeable clothing and accessories.”

The experience 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.



Pita Doll



LuLu Doll



Gia Doll



Wan Ling Doll



Zoe Doll

Through the purchase of any Karito Kids product, a percentage of the sales price will be donated to Plan USA, a worldwide children’s charity. By entering a unique code that is found on every product at karitokids.com, children will be able to select one of the four charitable causes

(growing up healthy, learning, habitat or livelihood) to which the donation will be directed on their behalf. 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.

Dave Davis, CTO, 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."

Laura Rangel sums it up, "From the beginning, everyone involved in KidsGive agreed that kids want to give, they just need to know where. They want to help; they just need to know who. And kids want to save the world; they just need to know how. We feel that Karito Kids offers a fun way to empower them to accomplish these noble goals."

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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 USA, 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