

For Immediate Release
For press information, contact
KidStuff Public Relations
Lisa Orman, 608-767-1102
Or email Lisa@KidStuffPR.com



ALL DRESSED UP AND EVERYWHERE TO GO

Karito Kids® Are Getting All Dolled Up And Heading For Canadian Toy Fair

Los Angeles, CA (January 10, 2008) – Not only are the Karito Kids® the newest, smartest and most international dolls on the block, but now they sport the hippest clothing! And to prove it, they're packing their bags and heading for the Canadian Toy Fair in Booth 505 where they're going to hit the runway with six brand new outfits. The World Collection of Fashion and Accessories reflect the contemporary clothing style of each country and the notion that fashion is similar around the world.

Karito Kids is presenting its clothing and accessories packaged as complete outfits to make selling them a breeze for specialty stores. While most other companies sell shoes or handbags separately for \$10 or \$15 each, these extremely well-made outfits include everything a smart-dressed girl needs for a complete outfit, and, are competitively priced with other top lines. But price is where their competition ends, because when you add in style, concept and quality there simply is nothing like what you get from Karito Kids. Each outfit and accessory will include a World Citizen Activation card which enables the child to visit the company website, enter the code and then choose the charitable project to which 3% of the retail price will be directed through children's charity Plan USA.

Here's what's on the card for Canadian Toy Fair:

Zen Vibe – Yoga Outfit

In order to care of others you must take care of yourself too; that's why our Karito Kids take time out for Yoga. Fit for any Zen den, this outfit includes a stretch tee with tapered midriff, a separate snapped wraparound crop top with 3/4 sleeves and low rise yoga pants. This set is finished off with yoga shoes made from soft mesh with Velcro closures. This ensemble comes complete with your very own yoga mat with Jacquard trim, faux leather bag with matching trim, zipper with space to put her essentials and an outside Velcro closure to wrap up the mat and a towel too. (7 Items) MSRP \$48.00



Sunny Days - Colorful Sundress

No matter where she lives this colorful cotton sundress will be a sure hit. After all, who wouldn't love this high quality A-line dress that has a fitted top with a high waist and those "must have" wrap around platform sandals? And don't forget, before she leaves the house, she can grab her purse which compliments the shoes and be sure to slip her bangle bracelets on a wrist to complete her look. (6

Items) MSRP: \$38.00



Sweet Dreams - Pink Pajama Set

Be sure she is set for her next sleepover looking pretty in pink. These pajamas include a baby doll top that is complete with details of satin bows and eyelet trim over 3/4 cropped flared pants and matching trim. Our Karito Kid has her matching robe with its empire waist and eyelet cotton cuffs as well as her platform plush slipper flip flops. (5 Items) MSRP: \$36.00

Slumber Party - Kitty Sleeping Bag and Plush Kitty

Our jetsetter never wants to be caught without somewhere to sleep, that's why she carries along her own sleeping bag and her trusty plush kitty to cuddle. This beautiful appliquéd fleece sleeping bag has a white satin trim with a blanket stitch for her to tuck underneath her chin. (2 Items) MSRP: \$40.00



Party Princess - Lavender Party Dress

For those special invitations, Karito Kids have just the thing to pull from their closet to look their best. This beautiful party dress, made from a high quality cotton chintz fabric, is tailored just so with a fitted bodice, drop waist and flared skirt. The unique off-the-shoulders sleeves have over the shoulder strap bows made from white grosgrain ribbon. The white crinoline netting peaks from beneath the skirt to give it the right amount of flirty flair. Matching white faux leather ballet slippers and box purse come along with pearl necklace and bracelet to make this a must have outfit. (5 Items) MSRP: \$34.00



Dreamwear - Lavender Nightgown

Every girl dreams of becoming a princess. This sleepwear set will give her a head start from the moment she puts it on. Made from lush velour fabric, the ankle-length nightgown has ruffled sleeves and waist made from lavender satin with matching trim. Her robe, made from white velour with lavender diamond quilted satin trim, coordinates alongside the white, long plush, fuzzy wuzzy slippers. (4 Items) MSRP: \$36.00



Play Date - Cargo Play Outfit

This Travel Smart Style Cargo Play Outfit Is Ready For Fun Featuring: A Floral Ruffled Edge Baby Doll Top With Orange Plastic Rings On The Shoulder Straps; Cropped Pants With White Top Stitching Above Drawstring Leg; Rope Platform Sandals; Soft Fishing Hat with Crocheted Flower and Grommets; Oversized Multi-Color Bag (6 Items) MSRP: \$40.00



KidsGive is the manufacturer of the new line of dolls and books that is redefining corporate social responsibility. How? 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 empowering kids to direct the donation selection of 3 percent 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.

The line launched in summer 2007 with five doll and book sets:

- Zoë and book "The Manhattan Menace"
- Wan Ling and book "Shanghai Secret"
- Lulu and book, "Nairobi Nightmare"
- Pita and book, "Mexico Mystery"
- Gia and book, "Florence Fiasco"



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

See www.karitokids.com to learn more.