

The Online Life of Toys

Forget the pink convertible. These days Barbie's speeding into cyberspace, along with lots of other new toys. Welcome to the new world of child's play, where only half of the fun is in the physical world

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 CTW Features

There was a time when most toys were tangible and children played with them alone or with other youngsters close by.

Those days are vanishing.

Today, an increasing number of Web-savvy toy manufacturers are linking their physical products with online communities and activities.

Not all the new online playgrounds focus on fashion. **Karito Kids**, a new collection of dolls of all ethnicities from Los Angeles-based KidsGive, aspires to raise the global awareness and compassion of its young followers. The company donates 3 percent of each doll's purchase price to an independent charitable organization, Plan USA, which benefits children in 65 countries. Codes provided with each doll allow youngsters to activate their donation at the dolls' Web site and direct their share of funds to one of four causes that make a difference: growing up healthy, learning, habitat or livelihood. They can track the progress of their giving online and play games for points that can be converted to real donations. The **Karito Kids** tagline: "Open her world, her mind, her heart."

