

February 2007 New Toys —Books

Shanghai Secret: Another Karito Kids Adventure by [KidsGive](#)



Written at the 4th to 5th grade reading level and blending fiction and non-fiction, this 152-page book introduces Wan Ling from Shanghai, China as she attempts to solve a mystery at the zoo. Readers can experience a combination of landscapes, cultures, celebrations and beliefs alongside beautiful illustrations and a full-color scrapbook with fun facts. The doll and book starter package is available for \$99.99. Laura Rangel of KidsGive told **TDmonthly** the books are "linked to the Karito Kids website where readers can activate their donation, extend their reading experience and continue the adventure as well. By playing mini-games such as Hidden Quest and Culture Crossings, readers can earn currency called 'World Change,' which is then converted to a real world donation to our partner charity." Launch date: July/August 2007. 2/23/2007 (Price: \$10.95)

Top Trends of Toy Fair

Manufacturers Re-Energize Toys and Step Out with Multicultural Dolls

The American International Toy Fair in New York City brought together hundreds of the industry's biggest and smallest players, uniting traditional toys with new technology and displaying the best of both mass and specialty markets. Trend-wise, there was a move toward alternative-energy toys and more multicultural offerings in the dolls category.

Multiracial Releases

Multiethnic characters that "dolled up" the show floor included **Karito Kids** by **KidsGive** which have facial features that characterize African, Asian, Caucasian, Latin and Mediterranean ethnicities.

