

Dolls: Move Over X-Box!

New Dolls Encourage Customers to Get Involved

Being a doll just isn't enough anymore. Three companies told *TDmonthly Magazine* they're using video games or the Internet to make doll play more relevant to today's kids.

Other manufacturers are using dolls to teach kids to give: Girls who buy **Karito Kids** by **KidsGive** choose the charity that a percentage of their purchase goes toward.

Here are some of the other innovations from the 2007 doll world:

Karito Kids World Collection by KidsGive

Standing apart at 21" tall, Karito Kids are uniquely sized to emphasize the latest fashions and realistic body of an 11-year old girl. Each doll features an original sculpt that focuses on the distinctive beauty of each ethnicity. These high quality dolls are made from a combination of vinyl and partial soft body to maintain the nurture nature of the doll. Each girl represents a modern-day way of life in each country and culture, providing today's view of fashion, events, and values that shape each generation and raise global awareness along the way. Designed for girls age 6 and up, they are sold along with fictional chapter books that tell each girl's story. The purchaser of Karito Kids products is able to determine the charitable cause to which a percentage of the purchase price will be donated, and can follow the progress of the cause.



— “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,” Laura Rangel of Kids Give told *TDmonthly*. Launch date: July 2007. (Price: \$99.99; Age: 6 and Up)