

FOR IMMEDIATE RELEASE

CONTACT: KidStuff Public Relations  
Lisa Orman • 608-767-1102  
lisa@kidstuffpr.com



## A FAVORITE DOLL IS A FRIEND FOREVER SO CHOOSE CREATIVE CHILD AWARDS' TOP CHOICE

### *Friends Forever Girls Wins Hearts of Judges As 2009 Toy of The Year*

Temecula, CA (July 9, 2009) – Creative Child, a magazine that helps parents nurture their child's creativity, can also recommend a child's best friend -- a favorite doll that a kid will turn to in happy, sad, scary and proud moments. As part of their annual Creative Child Magazine's Toy Awards, the team of 100 judges selected Friends Forever Girls as their **2009 Toy of the Year** in the "Character Dolls with Storybook" category.

The magazine's judges chose Marlee, one of six Friends Forever Girls by Inspire U, LLC. Each doll features a diverse personality and fun-loving spirit and arrives with a book, *The First Day of Forever*, where longtime friends Marlee and Natalie meet their new neighbor Reina. Friends Kristina and Kyleen are the two newest dolls to join the collection this year.

#### **Marlee – Friends Forever Girls • \$59.95 • Ages 3+**

*Hi, I'm Marlee! Natalie and I have been friends since we were really little. I like to take charge of things, and usually get along with everybody. I have an older brother named Pete and a younger brother named Jake. They're normally great, but sometimes they drive me crazy! I love riding my horse, Picasso. I also like to write in my journal and do art projects. One of my favorite things is to create my own look with funky outfits.*



Toy industry judges have taken notice of Marlee and her friends Natalie, Nika, Reina, Kristina and Kyleen. The 18-inch poseable and adorable pals just won the *Father's Day GreatDad Recommends* and *Mr. Dad Seal of Approval*. Dr. Toy, a childhood specialist, named the collection to her *Top 10 Best Educational Products for 2008* because of their inherent values of kindness, self-respect and acceptance.

To win honors at Creative Child's Toy Awards, products are thoughtfully reviewed by moms, music educators and early education professionals. Each toy is reviewed by many people - the very folks who buy them. Only one product per category can win a Toy of the Year award, as well as, CD, DVD, Book and Game of the Year. The remaining finalists receive a prestigious Preferred Choice award. The Seal of Excellence is another prestigious award that is given to those products that are not finalists but do exceed expectations based on the criteria for nurturing creativity and education in children. Look for all award winners in Creative Child's Holiday issue, distributed in early November.

**About Inspire U., LLC**

When mother of three Kristi Necochea couldn't find a high quality doll for her daughter that was dressed in hip but in age-appropriate clothing plus foster responsibility and self-respect – she created her own line of diverse dolls known as the Forever Friends Girls. With her business partner Lisa Quakenbush, both moms believe in girls playing to their potential. As parents, they want to instill in all children the importance of friendships and making positive choices. Friends Forever Girls and its line of books, website and blog for parents are great learning tools to nurture our youngest girls. See [www.friendsforevergirls.com](http://www.friendsforevergirls.com) for more information.