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FATHERS BECOME FRIENDS FOREVER PLAYING WITH DOLLS THAT INSPIRE, GREATDAD RECOMMENDS & MR. DAD JUDGES CONCUR

Inspire U's Friends Forever Girls Win Hearts At Father's Day Contest

Temecula, CA (June 24, 2009) – New Dads quickly discover that playing with sons is as easy as getting a toy truck and making *vroom* sounds. But getting down on the floor with little girls may involve talking to her dolls. Manly Dads will enjoy interacting with Friends Forever Girls, a new doll collection chosen for top honors among real-dad-experts in this year's *Father's Day GreatDad Recommends and Mr. Dad Seal of Approval* competition.

Marlee, one of the Friends Forever Girls by Inspire U., LLC, was one of just 23 toys worldwide to make the Father's Day listing. A panel of dad experts including Paul Banas, founder of GreatDad.com and Armin Brott, of MrDad.com judged this season's *Father's Day GreatDad Recommends and Mr. Dad Seal of Approval* winners. Each product or service had to score high on three criteria -- improves the quality of the time fathers and children spend together; improves father-child relationships and helps dads be better parents and partners.

With their diverse personalities and fun-loving ways, the six Friends Forever Girls are already wowing toy industry judges. These 18-inch poseable, adorable and educational dolls impressed Dr. Toy (aka Steveanne Auerbach), a childhood specialist for over 35 years. She named the collection to her Top 10 Best Educational Products for 2008 because of their inherent values of kindness, self-respect and acceptance.

The judges at GreatDad.com and MrDad.com agreed that Inspire U, LLC deserved their highest recognition:

The Friends Forever Girls - Marlee • \$59.95 • Ages 3+

Here at Mr. Dad we're big fans of playing with dolls. Sometimes we even do it with our daughters. Oh, you know what I mean. Dolls, particularly ones with an interesting back-story and personality, are a great way for dads to connect with their daughters and encourage conversation about the things that matter most. And that's exactly what the Friends Forever dolls do.



About GreatDad.com

Headquartered in San Francisco, CA, GreatDad.com is a leading source of experience, recommendations, inspiration, and advice for dads -- all delivered from the male perspective. GreatDad.com has a library of over 2,500 articles on all aspects of parenting, all from dad's point of view, as well as the only weekly pregnancy newsletter written by and for dads.

About MrDad.com

Headquartered in Oakland, CA, MrDad.com, along with founder, Armin Brott, has helped millions of men around the world become the fathers they want to be. The author of seven bestselling books on fatherhood, Armin also writes the nationally syndicated newspaper column, "Ask Mr. Dad," and hosts the syndicated "Positive Parenting" radio show. His most recent book, *The Military Father: A Hands-on Guide for Deployed Dads*, will be released later this month.

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 for more information.