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TWO NEW BFFs AWAIT DIVERSE LITTLE GIRLS AS KRISTINA AND KYLEEN JOIN THE FFG

Translation: Award-winning Friends Forever Girls® Announce Two New Dolls Eager To Be Best Friends Forever

Temecula, CA (April 27, 2009) – When little girls look across the playground they might see a redhead with freckles, one with silky cocoa skin and a third playmate speaking Spanish. A refreshing new doll line called Friends Forever Girls® celebrates this melting pot for girls everywhere to relish new friendships.

With their diverse personalities and fun-loving ways, meet Nika, Marlee, Natalie and Reina, the award-winning Friends Forever Girls. These 18-inch adorable and educational dolls impressed Dr. Toy (aka Stevanne Auerbach), a childhood specialist for over 35 years. She named the collection to her 100 Best Products of 2008 because of their inherent values of kindness, self-respect and acceptance. For example, here's how the company portrays one of its dolls, Reina:

Hola! My name is Reina. Reina means "Queen" in Spanish. I want to be a veterinarian when I grow up because I love animals so much. And I work really hard in school because I need good grades to be an animal doctor.



The collection expands next month with two new dolls, Kristina and Kyleen. Girls can meet all six playmates online and discover their make-believe biographies at www.friendsforevergirls.com. In addition to the six dolls, there are lady-like accessories (jewelry box, tea set, hair brush), doll clothing and a book line that continues the dialogue of positive role models. The four dolls that won acclaim in 2008 have a new look and will be reissued this spring with the two brand new dolls.

The First Day of Forever • \$12.95 for hardcover or \$6.95 for paperback

In this exciting story, longtime friends Marlee and Natalie meet their new neighbor Reina. The 48-page hard cover book takes the reader through the challenging and exciting adventures of growing up!

Kristina and Kyleen, the two newest dolls

“Since each doll comes from a different background” explains Kristi Necochea, a California mom who founded Friends Forever Girls, “they are not only fun to play with but are a great character-building tool.”

Meet the six Friends Forever Girls who focus on accepting their differences and living up to their potential of caring, kindness and commitments:

Kristina

I’m kind of a klutz and I love to make people laugh! I’m the second oldest of four sisters and it’s easy to get lost in the crowd, so that’s why I try to stand out a little. In fact, one of my big goals is to be a famous actress someday. I’m proud of my Asian American heritage.

Kyleen

I’m usually pretty shy. I don’t have any brothers or sisters, and my wonderful Friends Forever Girls are really helping me to be more outgoing. I’m learning how to sing and dance in front of an audience. I have red hair and freckles and my new friends tell me my green eyes are pretty.

Marlee

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.

Natalie

I live across the street from Marlee. It’s a good thing there are so many Friends Forever Girls because I like to talk - a lot! I love playing all kinds of sports, and I don’t mind skinning my knees to score one for the team.

Reina

I have a younger brother and sister and I’m so glad we moved to this new neighborhood. If we hadn’t, I might not have met all my Friends Forever Girls! With the help of my parents, I collected cans of dog and cat food and donated them to our local animal shelter.

Nika

Some of my favorite things in the whole wide world are books, books, and more books. Even better, I love making up my own stories to tell my friends. I have curly black hair and brown eyes. I am so proud of my ethnic background.

“Our website also encourages girls to take the Friends Forever Girls Pledge,” continues Necochea. “It’s based on the Butterfly Promises—the first letter of each line spells out *butterfly* so it’s easy to remember. Parents can use the promise as a tool to guide their daughters when making decisions in real life situations.”

Be the best I can be
Use kindness and be fair
Tell the truth
Treat others the way I want to be treated
Encourage my friends
Respect myself and others
Find the courage to do what’s right
Listen to others, and remember...
You can do it!

