



FRIENDSHIP – CHARACTER – COMMUNITY

Media Contact:
PRODUCTIVITY, INC.
(323) 962-3944
info@productivitypr.com
<http://productivity.net/>

KINDNESS, HONESTY, ACCEPTANCE - NEW DOLLS TEACH IMPORTANT FRIENDSHIP VALUES AND LIFE LESSONS

Friends Forever Girls™ Adds New Nika Doll to the Collection



Temecula, CA – Young girls have wonderful imaginations. They love to play with dolls because dolls become best friends that they can dress up and take with them on make-believe adventures to tea parties, sleepovers and shopping malls. However, few dolls on the market today represent anything more than cute, cuddly playthings or trendy, provocatively dressed fashionistas. **Friends Forever Girls™** is a new line of dolls that promotes the values of “friendship” including self-respect, honesty and responsibility to impressionable young girls. Each doll has her own unique interests, character traits and background, so every young girl will have a favorite playmate with whom they can relate.

The ever expanding ethnically-diverse and fun-loving **Friends Forever Girls** is welcoming its newest member – an imaginative bi-racial girl named Nika. An avid reader, Nika is quite the storyteller, and loves sharing the exciting things she reads, as well as her own stories and fantasies, to her friends and family with hopes to one day pen her own books for the world to read. Nika is often complimented on her lovely black curly hair, big brown eyes and silky cocoa skin, which differentiates her from the other **Friends Forever Girls**.

“While **Friends Forever Girls** are fun to play with, they are also a great character-building tool,” says Kristi Necochea, founder and president of **Friends Forever Girls**. “Since the girls come from different backgrounds and have their own distinct personalities, parents, grandparents, and educators can use the dolls and the accompanying book to start a dialogue with the young girls in their lives.”



Nika joins three other **Friends Forever Girls**: Marlee, Natalie and Reina, with Kristina and Kyleen arriving in 2009. The girls maintain great friendships with one another, despite different interests and goals. They send a clear message that it’s important to appreciate and accept those differences, helping your friends – and yourself – to be the best they can be! Each doll comes

with *The First Day of Forever* book, which explains how the **Friends Forever Girls** formed and includes their first adventure together. Additionally, there is a series of books that take the reader through the exciting, but often challenging, adventures of the **Friends Forever Girls**. Readers can join in with the **Friends Forever Girls** in taking the **Butterfly Promise**, a friendship pact that bonds the group of friends and helps them navigate the many trials of growing up!

The **Friends Forever Girls** are 18 inches tall with vinyl bodies and moveable arms and legs – perfect for big hugs! The dolls come with *The First Day of Forever* book, jacket/shawl and a purse or backpack (**\$89.00 MSRP**). Books and accessories are also sold separately for **\$6.95-\$12.95 MSRP**. Dolls, books and accessories are available at specialty retailers nationwide and online at www.friendsforevergirls.com.

About Friends Forever Girls and Inspire U, LLC

Inspire U is the limited liability corporation that manufactures the **Friends Forever Girls** product line. The brainchild of California mom Kristi Necochea, Inspire U's mission is to create toys that offer “a place to play and learn where girls can be girls.” Necochea dreamed up the **Friends Forever Girls** when she failed to find a doll that served as the kind of role model she wanted for her own daughter. In response, she focused on creating high-quality, genuinely entertaining toys that would also serve as tools to build self respect and foster responsibility in girls.