

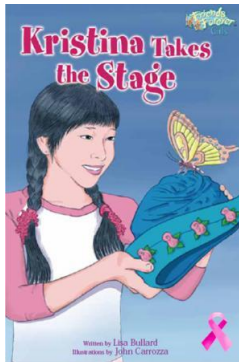


FRIENDSHIP - CHARACTER - COMMUNITY

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NEW CHILDREN'S "FRIENDSHIP" BOOK INSPIRES COMPASSION

Kristina Takes the Stage Celebrates Young Girls as Responsible and Caring Individuals



Temecula, CA – If you think back to your childhood, some of the first memories that come to mind may be of your special childhood friendships and the precious days spent jumping rope, tossing balls, and sharing secrets. Experts tell us that making friends is one of the most important things we will do in our childhood and is a critical part of healthy development. By forming friendships, kids learn how to communicate, cooperate, and solve problems. The **Friends Forever Girls™** brand was created specifically to promote positive play and foster responsibility, while helping young girls build self-respect in a way that will stay forever fun.

The most recent addition to the **Friends Forever Girls** collection of multi-cultural dolls and the **FFG** Book Series, ***Kristina Takes the Stage***, written by Lisa Bullard and illustrated by John Carrozza, is an inspirational new book that places the values of friendship and human compassion center stage of a young girl's life. Written for girls ages 7 and older, this delightfully entertaining and intriguing story unfolds during a rehearsal of a school play when Kristina, a new member of the school drama club, and her new **Friends Forever Girls** discover that one of the special antique hats for the play they are soon performing, is missing. This mystery is hiding a much bigger secret that eventually reveals to the girls what it truly means to be a "friend forever."

Kristina Takes the Stage celebrates girls as individuals without losing site of the fact that they all have responsibilities to each other as a part of a bigger world. Young readers can understand and relate to the age appropriate book series which uses real-life childhood dilemmas to deliver positive messages about responsibility, honesty, and compassion while also reinforcing the *Butterfly Promise* – a friendship pact that the **Friends Forever Girls** use to help guide them through the challenging adventures of growing up. In addition, questions at the end of the book

encourage conversation between adults and children allowing reinforcement of beliefs and values.

“I want to encourage girls to set the bar high, even though the characters in the story all make mistakes,” says Kristi Necochea, founder of Inspire U, LLC and the **Friends Forever Girls** brand. “Most importantly, they have fun together and depend on each other - bonding friendships that will last forever.”

Kristina Takes the Stage is available at specialty retailers and through the **Friends Forever Girls** Web site at www.friendsforevergirls.com for \$6.95. In addition, the **Friends Forever Girls** will donate \$1 for every book sold to select **Susan G. Komen for the Cure** affiliates.

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.