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**TEACH YOUR CHILD VALUABLE LIFE LESSONS AND
RESPECT FOR OTHERS WITH A NEW, INSIGHTFUL
INTERACTIVE BOOK SERIES FROM
*THE DOLLY ADVENTURES***

*Children Turn Their Favorite Dolls at Home Into Valued
Companions That Promote Healthy Choices in a Fun, Positive Way*

Long Island, NY (March 17, 2006) – Finding the perfect gift for the special little girl in your life just got a whole lot easier with the recent launch of “The Dolly Adventures” book series which entertains, educates and empowers young minds.



The Dolly Adventures is a series of fun, beautifully illustrated hardcover storybooks that promote positive interaction and learning between a child and her doll. These child-friendly experiences transcend into real-life situations, which teach valuable lessons ranging from developing healthy eating habits to practicing sun safety, while promoting kind behavior and a positive attitude.

Children love these entertaining and encouraging books because they are written from a child’s perspective. Parents love the books because the colorful illustrations offer teaching opportunities to share with their children. The included clothing is designed to fit a wide range of dolls so that a child can use a doll she already has at home...her own *favorite* doll. Being able to transform a favorite doll into the doll in the story is magical to young children.

The first book in the series, “Dolly Goes To The Supermarket,” is a celebrated winner of the iParenting Media Awards’ Greatest Products for 2005. In this story, a girl takes her doll to the supermarket and teaches her how to pick out the best foods for a strong mind and a healthy body. The little girl also practices her mommy skills as she soothes and cares for Dolly.



Rave reviews from young readers and their parents have been received because the book encourages interactive participation with the story. At different points in the story the reader can mimic the actions of the girl in the story. This extraordinary feature is the reason why children of all ages have fallen in love with The Dolly Adventures. The clothing in this award winning book, included under a clear removable window on the front cover, features an adorable dress, sweater and matching booties so Dolly is sure to stay warm while shopping down the frozen food aisle.

Titles coming soon are *Dolly Goes to the Beach* and *Dolly Goes on Vacation*, which will also include themed clothing available in an easy-on-and-off style designed to fit most dolls. Each title will be \$19.95 and will be sold in specialty toy, gift and book stores. The books are designed for children ages 3 and up.

The Dolly Adventures book series is not just a great gift idea, but it's also the perfect choice for read-aloud, circle time or even bedtime. And, it's a wonderful way for all parents and relatives to incorporate family fun into "playtime with a purpose."



ABOUT THE DOLLY ADVENTURES

Alison Herman and Lynne Grossman are a mother-daughter writing team. Together they write as independent author Alison Lynne and are the creators of the series "The Dolly Adventures."

Alison's daughter Daniela was their inspiration for writing children's literature. As both Mom and Grandmother began reading to Daniela, they envisioned a series of simple literature using the love every girl has for her favorite doll as a vehicle to promote proper nutrition, kindness and a healthy lifestyle. Teaming up with designer/illustrator Lealand Eve, each Dolly Adventure comes alive with beautiful colors and figures.

To order The Dolly Adventures interactive book series, please visit www.dollyadventures.com or call 1.866.36.DOLLY. To support the important health messages in the stories, The Dolly Adventures will donate 10% of profits of the Supermarket story to the American Heart Association and of the Beach story to the American Cancer Society.