

For immediate Release

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Introducing Kruselings
Modern Girl Power from Famed Doll Maker

From the moment a young girl picks up one of the Kruselings, she enters a wonderworld: part real-life and part enchantment. The dolls spring from a narrative filled with positive, easily-relatable role models. They are calling you to join them in their mission to keep all the children of the world safe and happy. That's real Girl Power!

The five 9-inch Kruselings and their friend Michael all come from Käthe Kruse, the famed dollmaker in Germany (which is located just this side of Dreamland!). They are crafted from soft vinyl, with movable limbs and lifelike glass eyes. They are offered in Deluxe Sets (MSRP \$44.99) with their magic outfits and everyday outfit, Casual Sets (\$27.99) as a doll and casual outfit and with Magic Outfits (\$17.99) and Magic accessories (\$11.99). Kruselings are immediately available in stores.

You can invite them into your home as a group or one at a time:



- **Luna** is the leader of the group. From China, Luna is a brilliant solver of puzzles. Her charmed telescope allows her to see where trouble - monsters and bad dreams - might be hiding.
- **Chloe** brings art to the team. Her home is London, but when she joins her friends she carries an enchanted paintbrush that turns sad things happy and bright.
- **Vera** is a beautiful ballet dancer from Paris. She soars lightly past troubles and waves a magic ribbon to make things appear out of thin air.
- **Sofia** comes from Lima, where she learned to communicate with nature. She carries a magic flower she uses to listen to all that sings in the forest.

- **Joy** is a music-loving New Yorker, who always finds a way to make her friends happy. She's never without her headphones, that let her listen in on the world.

When you get to know the Kruselings, you'll want to learn even more about their magical powers, and their magical accessories, such as a golden telescope, a silken ribbon or powerful headphones. Since they're all real girls as well as superheroes, you can have fun changing them out of their special outfits into regular play clothes, and going to school with their friend Michael.

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