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FACT SHEET

iBESTIES: MIDDLE SCHOOL MOGULS DOLLS, BOOKS AND “EDUTAINMENT” INSPIRE AND EMPOWER GIRLS TO PURSUE BUSINESS, ENTREPRENEURSHIP AND TECHNOLOGY

WHAT: iBesties: Middle School Moguls is a new, exciting collection of dolls, books and online “edutainment” for girls aged 6-11. iBesties: Middle School Moguls are five middle school friends, turned successful entrepreneurs who attend Mogul Academy— an unconventional school run by eccentric billionaire business woman Sherry Rocketsmeller. Each with their own unique talents, the girls find themselves in a high-tech, faced-paced, world of adventure as they work to build businesses, friendships and unforgettable fun!



The iBesties: Middle School Moguls are as diverse as the girls who love them. Each one is distinct in culture, personality and talents. They include: McKenna, the Business Boss; Sunny, the Coding Queen; Izzy, the Digital Diva; Ryleigh, the Gadget Girl; and Jada, the Graphics Guru. The iBesties Middle School Mogul dolls are dressed modestly (but trendy) and have realistic body frames with natural features.

WHO: Founded by sisters, mothers and businesswomen Gina and Jenae Heitkamp, the iBesties: Middle School Moguls line was developed to inspire and empower girls to pursue an interest in business, entrepreneurship and technology. They also set out to create dolls that are less about fashion and beauty and more about brains and leadership ability. The iBesties: Middle School Moguls dolls will not only get girls thinking about future career goals, but will inspire them to pursue those interests now.

WHERE: Each iBesties: Middle School Moguls doll is 11 inches tall, and comes with a book and her own individual “business” accessory. The “You Be the Boss” book puts the reader in the story by letting them choose their own adventure with four different endings. The books also come with highlighted terms to teach kids beginning entrepreneurship and technology terminology.

The iBesties: Middle School Moguls will be available in the fall of 2016 at independent and mass retail outlets for \$19.99 \$29.99

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