

Largest Multicultural Toy Store Launches

New Online Toy Superstore Aims to Reach African American, Asian, Biracial, and Latino Consumers

SUMMIT, NJ (SEND2PRESS NEWSWIRE) – The days of frustrated consumers waging all-out searches through super and toys stores looking for quality dolls and puppets that resemble their ethnic and biracial children are gone. DollsLikeMe.com, a new online superstore featuring dozens of African American, Asian, Latino and Biracial play dolls, puppets, and multicultural toys has launched. Created by Denise Gary-Robinson, the concept evolved after years of gift-buying frustration at the meager selection of ethnic dolls and puppets found in local super and toy stores.



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“Even in large urban areas where the African American and Latino populations are often the majority, retailers never seem to stock an adequate selection of dolls and puppets for children of color,” said Gary-Robinson, president of DollsLikeMe.com, Inc.

Gary-Robinson is not alone in her frustrations. According to a poll conducted by the multicultural and advertising firm UB (www.ubtoday.com), for DollsLikeMe.com, parents of children of color regularly scan retail shelves looking for culturally and ethnically sensitive dolls and puppets – often coming away empty-handed.

The poll of 2230 African American parents, 470 Latino parents, and 20 Asian parents found that 82% of the African American parents, 74% of the Latino parents, and 50% of the Asian parents felt "It is important for children of color to have dolls that look like them." Of those parents, an overwhelming 94% of the African American parents and 90% of the Latino parents agreed that the selection of dolls and puppets of color in local super and toy stores was, as one parent put it, "abysmal."

According to the US Census Bureau, currently 31% of America's children are children of color, or non-white. That number will increase by 50% by the year 2020, "Demonstrating the need for a retailer that provides easy access to dolls and puppets that resemble America's growing multicultural population," concluded Jerry Ware, vice president of strategic marketing at UB.

Noting the prominence of biracial dolls on the Website, Gary-Robinson cites, "I grew up in a community and family where interracial families with biracial children were commonplace. When I saw that companies were starting to take notice and producing toys for this audience, I knew I was on the right track." She concludes, "One of my biggest sellers so far has been Goodwin, a biracial boy doll from Real-Kidz."

Consumers will find a wide choice of African American, Asian, Biracial, Latino, and Native American dolls, puppets, and toys; stationery items, including Biracial and Latino greeting cards and African American, Latina, and Asian diva "post-it" notes; urban-style American Girl doll clothing; quality doll furniture; custom multicultural doll quilts (which double as wall hangers); and self-esteem books for children of color. Lianne, a fully-posable Asian doll by Consolidated, is shown.

The site also includes educational toys and videos, including the new Harriet Tubman and Bessie Coleman doll sets (with biographies) and Henry Box Brown the new children's video by Karyn Parsons, best known for her role as Hilary Banks on the long-running NBC sitcom "The Fresh Prince of Bel Air." There is also a blog forum and a resource center featuring information on transracial adoption and building self-esteem in children of color.

Doll prices range from \$11.95 – \$90 and puppets start at \$12.95. DollsLikeMe.com accepts all major credit cards, echecks, PayPal, and telephone orders (Monday – Friday, 9 am – 5 pm EST), and has a special discount program for schools and non-profit organizations.

More information: Denise Gary-Robinson, info@dollslikeme.com, or www.dollslikeme.com

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