

Terri Lee and friends once again deliver diversity and delight to a whole new generation of little girls!



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Press Release Summary = **One of the first doll companies to shatter the color barrier in the mid-'40s, Terri Lee Inc. launched African-American dolls Bonnie Lou and Patty Jo, who defied the stereotypes of the day with their stylish fashions and beautiful painted faces. Even more ethnically diverse dolls followed, to the delight of countless little girls, as well as today's most discerning doll collectors.**



Press Release Body = July 28, 2007– By all accounts, the demographic face of America is changing dramatically. But here's one thing that remains the same. Just like she did over 50 years ago, adorable **Terri**

Lee—the toddler doll “born to love and be loved”—is blazing a trail to celebrate that increasing diversity with a circle of ethnic friends designed to delight little girls of all cultures and skin colors!

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Terri Lee Associates has drawn upon the rich and groundbreaking heritage of **Terri Lee** to launch a diverse new line of friends, such as **Ella Princess Ballerina**, a top-selling African-American beauty available on terrilee.com now, and who will soon make her premiere on Target.com.

In addition, **Terri Lee Associates** is also working hand-in-hand with **Kmart**, by supplying an array of culturally diverse dolls—including classic favorites **Bonnie Lou and Patty-Jo**—to stock the retailer's newest doll aisle. Debuting in August, the aisle will be dedicated solely to multi-cultural dolls in order to address the needs of the evolving marketplace.



"Given the leading role Terri Lee played in bringing diversity to the doll world in the 1940s, we are proud to return to her roots and continue that tradition today," says **Allyson Kovaleski, Director of Product Development and National Sales for Terri Lee Associates.**

Terri Lee is a trend-setter, not a trend-follower.

"Remaining true to the Terri Lee legacy also helps differentiate the historic line from countless dolls in the marketplace which have abandoned childhood innocence in favor of more provocative fashions and adult attitudes." Says **Gretchen McGinnis, Director of Marketing for Terri Lee Associates**

With fabulous fashions and accessories that are simple for a toddler to manipulate, silky hair that's fun for girls to style, and a rich heritage that mothers and grandmothers can take pride in, **Terri Lee** retains a truly cross-generational appeal. It's no wonder **Doll Reader magazine** voted her the fourth best-selling doll of all time!

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