

**FOR IMMEDIATE RELEASE**

**Dream Big Toy Company Introduces Go! Go! Sports Girls**

Glen Ellyn, IL – November 3, 2008 – Dream Big Toy Company proudly introduces Go! Go! Sports Girls: a line of nine plush, sports-related dolls designed for girls ages 3 -12. The dolls have a subtle yet strong message – appreciate and be true to yourself!

The initial offering of Go! Go! Sports Girls consists of nine dolls: Gracie (Tennis Girl), Cassie (Soccer Girl), Brooke (Golf Girl), M.C. (Dancer Girl), Taye (Basketball Girl), Maya (Gymnastics Girl), Sam (Softball Girl), Suzi (Swimmer Girl), and Ella (Runner Girl). Approximately 18” in height, the dolls are made from high quality cloth which is safe and durable. They are soft, comfortable and light to carry, easy for a child to take with her to play or sleep.

According to Jodi Norgaard, President of Dream Big Toy Company, Go! Go! Sports Girls were created as a fun and educational way to promote self-appreciation and the benefits of daily exercise, healthy eating and sleeping habits, self-esteem and overall healthy life-skills for girls, regardless of race and socioeconomic class. “There is an overabundance of dolls that promote an overly-mature and, frankly, unhealthy image for young girls” states Norgaard.

Go! Go! Sports Girls are age and size appropriate. They do not encourage an older or overly mature image. The image is innocent with a subtle yet strong message – appreciate and be true to yourself!

At Dream Big Toy Company donates a portion of profits from the sale of Go! Go! Sports Girls to organizations that encourage girls to participate in physical activity and develop healthy lifestyles. For more information on Go! Go! Sports Girls, please call 630-209-5761 or visit [www.gogosportsgirls.com](http://www.gogosportsgirls.com)

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