

Pointers For Parents

Finally—Dolls With Values

(NAPSA)—With technology and the media influencing kids to grow up faster, parents today can only hope that their youngsters retain the innocence of childhood as long as possible.

The new Play Along Club dolls are an example of an adorable new doll line that embodies posi-



One way that girls can hang on to their youthful innocence is by playing with dolls.

tive values like the ones that parents are hoping to instill in their children.

The group of neighborhood friends has a uniquely charming appeal that melts your heart with one glance. There's a "trendy" girl, "sporty" girl and a "girly girl," and each character's personality comes to life in booklets that accompany each doll. Accessory packs are sold separately with books about the club's adventures together and lessons about "what it takes to be a good friend."

While there IS an online component—a "members only" website where girls can explore games, contests and personalized stories—it's refreshing to find a doll line that doesn't rely on technology for its play value.

Trend specialist Reyne Rice, with the Toy Industry Association, reports: "A return-to-innocence trend has garnered support from parents who want to expose their children to imaginative and positive role-playing."

To learn more or to join the club, visit www.playalongclub.com.