

## Look Who's Back...Holly Hobbie, Nostalgic '70s Character

(NAPSA)—Today's renewed focus on family values has prompted American Greetings to bring back one of America's most beloved characters from the '70s...Holly Hobbie™. Who doesn't remember the nostalgic, old-fashioned girl, with her familiar oversized blue chintz bonnet, patchwork pinafore and high-top boots?

Holly Hobbie charmed an entire generation of little girls and their moms the first time around with her childhood innocence and wholesome appeal. Now she's back—looking better than ever! Her timeless charm graces a selection of new gifts, collectibles, ornaments, dolls and more at American Greetings and Carlton Cards stores, and other specialty gift shops.

Holly Hobbie even has her own Web site. By visiting [www.HollyHobbie.com](http://www.HollyHobbie.com), consumers can connect with other fans, find out about the newest products and get ideas for do-it-yourself Holly Hobbie crafts and projects.

In addition to all the new items featuring the beloved character, a distinctive product collection will feature classic Holly Hobbie patterns, sentiments and verses in lifestyle categories such as kitchen, bedding, nursery and home decor.

In 2006, in partnership with



**The classic Holly Hobbie™ character is back to delight fans on a new collection of nostalgic gifts and collectibles.**

Nickelodeon, American Greetings will also unveil "Holly Hobbie and Friends™", for young girls ages four to nine. The contemporized and newly imagined version of the character with animated programming will be released on DVD in the spring. There is no telling where this popular girl may turn up next.