

Pointers For Parents

Back-to-School Gear With Character

(NAPSA)—Whether your kids are starting a new school or a new school year, supplying them with back-to-school gear that features their favorite characters and expresses their personality can help them fit right in.



School supplies featuring a favorite character can be one way for kids to take a friend to school.

Backpacks, notepads, folders, lunch boxes and pencils decorated with a favorite cartoon or book character such as the Looney Tunes, Scooby-Doo, The Powerpuff Girls or Harry Potter are a great way for children to break the ice and make friends in a new setting.

Many children feel an instant connection with peers who carry products that feature the same characters. Taking along school supplies decorated with these familiar characters may also help children feel more at home in an unfamiliar place.

Children pick characters to identify with for a variety of reasons. For example, children like Scooby-Doo because he reminds them that sometimes it's okay to feel afraid. The Powerpuff Girls inspire children to be brave and fearless no matter what school challenges they may face. Even children who feel out of place in school may discover, that like Harry Potter, they have special traits that will help them find their place in school.

School supplies featuring a favorite character can be one way for kids to take a friend to school and get in character for school success.