

A Growing Number Of Toys Are Personalized

(NAPSA)—Increasingly, parents are seeking and finding toys that speak to their child's unique personality and interests.

Many believe this trend is fueled not only by children's wish lists, but by parents who appreciate their child's special qualities.

"A toy or doll that has been individually designed or customized for someone special is destined to become their treasured keepsake," said Sheliah Gilliland, spokesperson for leading national online toy retailer eToys.com.

For example, the 23" personalized My Twinn doll is customized to look like the child who will receive it, using a photo the purchaser provides. Children can even select matching outfits for the doll and themselves by visiting the Web site at mytwinn.com.

Also popular among many girls ages 3 to 6 is the elegant Disney Princess: Enchanted Tales Throne. This toy is designed to address the child personally, making her feel like the most charming princess in all the land.

A fun, personalized gift for young pet lovers ages 3 to 8 is called the Puppy Grows & Knows Your Name. Little ones can name their "puppy"—an electronic mechanized plush dog that you can personalize using your computer and the included software. As it actually grows, it learns to speak, learns its own name, as well as the child's name, favorite place and birthday.

For little Hemingways, IlluStory, the multi award-winning activity kit, is a gift that allows young authors to write, illustrate and design their very own professionally typeset, hardbound book.



One of the latest trends in gifts for children focuses on toys that are personalized to fit a child's interests.

For children who enjoy games on the Internet, there are several toys that provide innovative fun and, most importantly, ensure safe and secure computer play. These include cuddly stuffed animals called Webkinz, Rescue Pets, My e-Pets and the Littlest Pet Shop. Each comes with an individual secret code that allows children to unlock their own virtual interactive world. Online activities include games, educational trivia, building and selecting virtual rooms, and communicating with their friends in a safe online space.

Taking cyberspace into outer space are Shining Stars. These plush toys include a secret code that allows aspiring astronomers to register and name a real star with the International Star Registry. Shining Stars also have a child-friendly Web site where children can get unlimited access to the virtual Shining Stars Web World.

For more information on these and other personalized toys, consumers can visit www.etoys.com and www.mytwinn.com.