



**For Immediate Release**  
 Call (610) 253-6272  
 Susan Tucker, ext. 4293  
 stucker@binney-smith.com  
 Stacy Gabrielle, ext. 4297  
 sgabrielle@binney-smith.com  
**New for 2005**

**Girlfitti “Smart-Jewelry” and Fashion Activity Toys  
 from Crayola let Girls Connect with their Friends!**

**Easton, Pa.** -- Crayola is giving girls a new way to have fun connecting with their friends and expressing their unique style with a new line of fashion toys called “Girlfitti.” From “Smart Charms” interactive bracelets that instantly light up when friends are near, to the Digital Scrapbook for recording special moments in photos *and* the spoken word, Girlfitti lets girls connect and create while discovering their own identity!

**Product**

<u>SRP</u>	<u>Age</u>	<u>Availability</u>
\$19.99	6-9	July '05

**Girlfitti Smart Charms interactive bracelets** let girls make their own “flash-ion” statement and connect with their friends with light-up bracelets that feature lots of bling and “brains!” Bracelets include 8 interchangeable “smart charms” with electronic chips inside that create hundreds of dazzling light shows, so girls can communicate in a language that’s all their own! The special flower “messaging charm” sends five “secret message” light shows that only a Girlfitti girl can decipher! Flashing “red-red-red” lights say “let’s meet after class.” A “yellow-red-blue” pattern lets your friends know you are SO bored!



Girls get one bracelet to wear and one to share with their best friend. When Girlfitti girls connect in the hall or in class, the IR technology inside makes the red, yellow and blue lights on both bracelets instantly bust a move on their wrists! There’s even a tiny built-in picture frame for showing off pics of their favorite gal pals or crush of the week! The Girlfitti Smart Charms interactive bracelets come with 2 bracelets, 8 smart charms, 2 tubes of luminescent decorating paint and 2 dangle charms to share between friends! Batteries are included.



Product

Life is full of surprises and memorable events, and Girlfitti girls love to share these milestones with their closest friends. The **Girlfitti Digital Scrapbook** takes the scrapbooking craze to new heights. Not only can girls collect and keep their special memories and photos in a scrapbook, but they can **record** voice messages to capture the moment in their own words! With 12 customizable scrapbook pages containing 4 recordable sections (8 seconds each), the Girlfitti Digital Scrapbook provides everything a girl needs to document the significant events in her life and share them with her friends. The Girlfitti Digital Scrapbook includes: 20 sticky tabs, 12 picture-platforms, 1 sticker sheet and 1 Crayola marker.

SRP      Age      Availability  
\$19.99      6-9      July '05



Product

The **Girlfitti Light-Up Pendant** lets Girlfitti girls "talk the talk" with light-up messages only **they** can understand! Four interchangeable "smart charms" make this "flashy" necklace put on a colorful light show. Pop in the "flip-flop" and "flower" charms and the red-yellow-green flashing light pattern tells Girlfitti girls on the scene that you're having the "best day ever!" Each light-up pendant also comes with 3 different dangle charms that can be decorated with luminescent paint and hung from the pendant. The "butterfly" or Pixie charm says, "I 'm sweet, cute and adorable;" the Jett "diamond" charm says, "I 'm a glamour girl!;" and the Spark "shooting star" charm screams, "I 'm spunky and spirited!" The Girlfitti Light-up Pendant includes: 1 necklace, 3 smart charms, 3 dangle charms, a code book and 2 tubes of luminescent paint.

SRP      Age      Availability  
\$14.99      6-9      July '05



Product

**Girlfitti Memory Keepers** is a mini, pocket-size "starter" scrapbook that girls can customize and keep close at hand. The one-of-a-kind, expandable Memory Keepers folds and unfolds both up and down and sideways into a mini-scrapbook that's just right for a girl's collection of favorite photos and mementos. The kit comes with a cool 2-in-1 scissors tool that cuts funky designs and a puncher that pops out fun shapes, making each girl's Memory Keepers scrapbook her own personalized creation. The kit also includes acid-free colored paper, 3 Washable Crayola markers, stickers for attaching pictures and a smart charm.

SRP      Age      Availability  
\$7.99      6-9      July '05

