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## BEING A HABA DOLL HAS ITS PERKS WITH 2012 LINE OF ENGAGING ACCESSORIES & SWEET CLOTHING SETS

Skaneateles, NY (December 14, 2011) – Parents appreciate that away from their 24/7 life of computers, electronics and gadgets they can still give their children the wonderful world of playing with dolls. Owning a doll means make-up-as-you-go adventures created by a child’s imagination. German toymaker HABA embraces the play value of dolls and has created even more perks with new dolls, a closetful of sweet clothing for the 16 dolls in the HABA family plus “mini-me” accessories from a table seat to a baby carrier. See them all at the bountiful HABA Booth 319 at the American International Toy Fair in February.

In the “mini-me” world of downsized objects – dolls, beds, baby carrier and garments – preschoolers get an opportunity to begin to see their own place in the world and to learn the different roles people play. Academic articles are full of the many benefits of playing with dolls. They can increase cognitive thinking and problem-solving abilities. Allowing your child to be the parent of their own doll allows you to teach them what it means to take on the responsibility of physically and emotionally caring for another person. Boys and girls improve their communication skills and work through conflict resolution as well! Moms know that playtime can also be learning time.



In addition to its educational benefits (!) each HABA doll includes that wonderful European design and an eye for detail for which the company is so well known. Their line of doll accessories for 2012 is priced affordably with choices from \$11.99. All doll products are designed for play by children 18 months and older. Moms will appreciate that both dolls and their clothing are machine washable!

### **Doll Graham • \$34.49**

What a doll! 12” Graham arrives with a smart-looking striped tee tucked into dungarees and pulled together with a white belt. His red baseball cap is worn backwards. The cute outfit is complete with a bright neck scarf and blue shoes.



### **Doll Yui • \$31.49**

From the nation of Japan comes Yui, dressed in traditional kimono, shoes and carrying a fan. Play with her dark hair held back with a pretty hairband. Like Graham, she stands 12” tall.



### **Doll Elf Elfine • \$28.99**

Elves aren’t just at the North Pole! This sweet little girl is dressed for a bedroom or backyard adventure with her wings and legwarmers to keep her warm. Two hair elastics keep her pink pigtails in place. Elf Elfine stands 12 ¾” tall.

### 3-Piece Set Elf Elfine • \$ 17.99

When little elves like Elfine go on a journey they need little suitcases for their favorite things. Pack her dresses, little cars and building blocks in each of these three sturdy cases. When not in use, store them inside each other from small to medium to large. The pretty pastel-colored cases picture Elfine and scenes from her past adventures.



Baby doll Luca, measuring 16 inches long, came into the world last year. His alert blue eyes became a favorite of children around the world. HABA expands Luca's daily adventures with four adorable new products:

### Baby Carrier Luca • \$22.49

As toddlers walk around the room or into the backyard they can carry their baby doll -- or perhaps teddy -- in this front-facing carrier. A simple hook and loop fastener holds the pastel colored carrier around a child's neck. An added rubber design allows comfort for dolls to sit up in place.



### Doll's Bed Luca • \$46.99

Lucky Luca has this sweet miniature playpen for taking a nap or resting all night. A soft and cuddly fleece blanket is included when you tuck Luca in. When his doll parents visit Grandma, they can fold the bed and carry it along, just like your little one's real playpen! The frame is made of metal with a fabric cover of pastel pink, green and blue cotton/polyester.



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### Table Seat Luca • \$31.49

Mealtime can be shared with Luca in the family kitchen or out with Mom or Dad at the mall food court with this adorable seat that hooks right onto a tabletop. Maximum thickness for table is 2 3/4". Metal seat is covered in a pastel green cotton/polyester with an added back seat cushion and pink bumper guards for Luca's ultimate comfort!



### Dress Set for Baby Doll Luca • \$31.49

Switch Luca's original summer teddy and scarf for a nifty wardrobe of seven different pieces including green overalls and a blue cap.





*Horseback Riding*

HABA's five tallest dolls, at 15" inches, have four new looks for 2012. Choose from Good Night pajama set and Ballerina to Fun on the Beach or Horseback Riding. These full sets include footwear and have 5 to 8 pieces in total. Fun on the Beach includes sunglasses and beach blanket while

Good Night has a fuzzy pink bathrobe with a tying belt. Prices range from \$25.49 to \$26.99.



*Good Night*

Also new for 2012 is an endless wardrobe of pretty garments for its nine 12" or Elf Elfine HABA dolls. Choose

from nine themes ranging from Little Gardener to Summer Dresses to Rain Fun gear. Sets are priced affordably from \$11.99 to \$26.99 and come with three pieces or as many as seven. As always, attention to detail can be found in all HABA products. Rain Fun features a blue hooded poncho and red polka-dotted umbrella and matching boots. Little gardener sports a green apron, sun

*Rain Fun*



hat and garden shoes among its six pieces.



*Little Gardener*

### **About HABA**

HABA products can be found nationwide at over 1,000 U.S. specialty retail stores and in specialty catalogs and websites. Many of its products have been recognized with German and American awards including Parents' Choice, National Parenting Center, Creative Child, and Dr. Toy. HABA received Best Toys of the Year recognition from the TODAY Show Toy Test and has been featured in national magazines such as American Baby, Baby Talk, Fit Pregnancy, Parenting, Parents and Working Mother.

For more details, visit HABA's informational website at [www.HABAUSA.com](http://www.HABAUSA.com).