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ANGEL STARS™: NOT JUST A DOLL - A MAGICAL PURCHASE
Hall 5, Stand D67

The Angel Stars™ are highly attractive play dolls/action figures, which come ideally packaged, as gifts and collectibles, with a book and Angel accessory in a clear presentation box, and are an intelligent purchase for any buyer. When somebody buys one of the Angel Stars™, they are also buying into a whole community concept, because for each Angel Star™ purchased, an equally loveable Cherub Star™ doll is donated by the Angel Stars™ group to a child “in need” – a practical demonstration of the Angel Stars™ objective to make the world a better place, and adding value to the purchase.

Fiona Rice, creator of the Angel Stars™ said, “The Angel Stars™ proposition is simple as well as unique to the toy and gift industries; the charitable concept allows both retailer and consumer to give something back without compromising playability, appeal and more importantly the profit opportunity that retailers seek”.

Fiona continued, “Retailers and consumers are not just buying a doll: they are buying into a whole concept. There are few products on the market today that can match the total package that Angel Stars™ presents, including benefiting charities, without any risk to the retailer. The Angel Stars™ concept is also well supported by the internet-based community (www.angelstars.co.uk) and e-newsletters which build on the desire of the consumer to become involved in what they are buying into”.

-Ends-

About Angel Stars™

The range of Angel Stars™ dolls, together with the associated Cherub Stars™, are manufactured and marketed by Angel Stars Limited. The company is committed to producing responsible toys which will appeal to the widest market and, through the charitable concept, aims to bring direct and indirect pleasure to both children and adults.

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