



## **Press Release**

Date: 18<sup>th</sup> August 2006

Ref: PRS017.AGLc

### **Working Mother of Four Gets Dream Listing at Hamleys**

Fiona Rice, the founder and managing director of Angel Stars is delighted that Hamleys, the world famous iconic toy store, [www.hamleys.com](http://www.hamleys.com) is now listing Angel Stars, a range of angel play dolls and action figures, from Monday 21<sup>st</sup> August 2006.

Said Fiona, "This is a dream come true. Hamleys decision to stock the Angel Stars is very gratifying, after two years of hard work spent learning about sourcing, designing, manufacturing and marketing toys".

Ellie Swan, buyer for Hamleys, commented, "The Angel Stars are unique play dolls, not only because they mark a return to the more traditional toy, but also because they encourage children to think about a range of modern issues, whilst also seeking to develop a sense of social responsibility through play. The fact that the company, Angel Stars, embraces a novel charitable element in addition to all of this, particularly appeals to us as well".

The Angel Stars are a range of four angel play dolls and action figures, beautifully dressed in angel finery and come complete with individual accessories and colourful story books. However the dolls are only part of the whole Angel Stars concept, because for each of the Angel Stars dolls purchased, a loveable and cuddly Cherub Star is given to a child in need.

Enhancing this toy even more is the Angel Stars community which includes the Little Angels Club, stories of where the Cherub Stars have gone and a regular e-newsletter, all of which can be accessed by registering on the website

[www.angelstars.co.uk](http://www.angelstars.co.uk).

For more information please visit the website [www.angelstars.co.uk](http://www.angelstars.co.uk) or contact Angel Stars on 0208 605 9102.

-Ends-

### Note to editors

#### The Angel Stars are...

...a range of four angel dolls and action figures, two male and two female, designed with articulated joints and dressed in glorious angel finery with wings. Measuring approximately 9 ½ inches in height and robustly made for genuine playability, each doll has unique hand mudras (ancient yogic hand positions) and an accessory that defines their individual character. Attractively packaged, with their own original, colourfully illustrated storybook, they are equally desirable as collectables or toys.

#### About Angel Stars™ Limited

The Angel Stars™ dolls and action figures, 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 of donating a Cherub Star doll to a child in need for every one of the Angel Stars purchased, aims to bring direct and indirect pleasure to both children and adults.

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#### About Hamleys

Hamleys was established by William Hamley in London in 1760. Over the years Hamleys has developed an international reputation for choice, quality and innovation. Today, Hamleys is an internationally recognised toy retailer with ambitious plans to further grow the brand. Online shopping enables Hamleys magic to be delivered throughout the world [www.hamleys.com](http://www.hamleys.com)

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