

# Press Release



## ***Dandelion Earth-Friendly Goods introduces their new line Organic Dolls for toddlers!***



**Winter Park, FL (September 2010)** — A doll is more than just a toy, it's a playmate, a bedtime companion, and friend. A doll worthy of all these titles needs to be durable, safe, soft, fun, and lovable. Dandelion Earth-Friendly Goods has combined all these important necessities to create its new *Organic Doll* designed especially for toddlers and young ladies.

These precious dolls are made with certified organic cotton fibers making them ultra soft and safer for children by reducing their exposure to harmful pesticides and chemicals. This organic cotton growing process also means that there was no pollution done to the water, air or soil, another step towards a brighter future for kids and the planet. Unlike most dolls which are filled with petroleum based polyfill, *Dandelion Earth-Friendly Goods'* organic dolls are filled with fibers made from corn. This natural filling makes the dolls machine washable and dryer safe, so parents can have peace of mind, and children can play with the dolls to their heart's content. These adorable organic dolls are available in blonde or brunette.

A portion of the proceeds earned from each of the organic dolls sold will be donated to a Childhood Cancer organization. It's just another way that Re-Think It, Inc. is working towards a better future for children and the people who love them.

***Dandelion's Earth Friendly Goods*** are available at juvenile specialty and natural product retailers nationwide. Please visit [www.dandelionforbaby.com](http://www.dandelionforbaby.com) for more information, to find a retailer near you, or to order directly. MSRP: \$24.99

### **About Re-Think It, Inc.**

Re-Think It, Inc., is a privately held company with headquarters in Winter Park, FL., founded in 1987. As of 2008, Re-Think It refocused its company and built its ecological campaign with the introduction Dandelion Earth-Friendly Goods featuring an earth-friendly line of products as its cornerstone. After receiving six great awards in 2009 - two National Parenting Center Seals of Approval, two iParenting awards, the PTPA award for excellence, and Dr. Toy's Best Green Toy Award - Re-Think It, Inc.'s collection of Dandelion Earth-Friendly Goods is proud to continue adding new products to their line. For more information please visit [www.dandelionforbaby.com](http://www.dandelionforbaby.com) or call (888) 222-3053.