

The Story Behind T-Shirt Kids

Introduction:

For many years I have wanted to design a toy doll that could do more than provide entertainment, that could in some way actually have an impact on a child's life. As the years passed, this idea has stayed with me.

As a mother and a grandmother with family members who have developed health problems due to unhealthy diets and spending too much time with electronic devices, my original idea has been confirmed. What began as a product concept has now become a way to help those I care about most.

A child's toy can and often do become his or her role model. A T-Shirt Kid is not just a toy - to a child, it can be a best friend, a role model, a family member, an activity partner and a play-mate. A child's early years are impressionable, as she or he is moulded into who they will be for the future.

What Is A T-Shirt Kid:

A T-Shirt Kid is a toy that is manufactured with muscular arms and legs and a fit body. T-Shirt Kids are active, healthy, fit kids who want to encourage children to be active and healthy just like they are. They started an activity club inviting children to join them to participate in activities. T-Shirt Kids bring with them a membership card, the booklet "T-Shirt Kids Make Life Fun", which introduces the T-Shirt Kids and what each "Kid's" role is within the club. Also a child's t-shirt with photo on the front of it (the club's uniform). The child then becomes a T-Shirt Kid as well.

Activities will be posted on the T-Shirt Kids Club website: www.t-shirtkidstoys.com Such activities may include: learning, giving, thinking of others, baking, exercising, sharing and much more.

T-Shirt Kids like to be active and enjoy eating well because they know that these are important contributors to a long, healthy and balanced life. Which will have a positive impact on a child's life.

Today's statistics confirm that children are not active enough and do not follow a healthy diet. Experts predict an increase in health problems such as obesity, diabetes, heart attacks, cancer, and the list goes on. (Reference: www.movingtolearn.ca)

I believe that T-Shirt Kids can make a difference, and I hope you'll join me and the many other families across North America who are choosing a healthier, more joyful future.

**Patsy Hiltz,
Head of Product Development
T-Shirt Kids Toys**