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CHATTERCHIX™ COLLECTIBLE CARDS

I would bet you've heard of Yu-Gi-Oh, Pokémon and baseball trading cards, especially if you have a son. My own soon-to-be six year old son has just discovered cards (his new card obsession started with [Xeko](#)) and he has already added Pokémon to his collection. His sister, who just turned 4, has shown zero interest thus far in those card collections. I think that is about to change.



ChatterChix™ and Chatter Pet™ cards is a new line of fun and educational trading cards just for girls ages 5-12 and it won't be long before my daughter is in that age group. And these collectible cards are so adorable, she loves to flip through them already. Bonus? I love them too because they showcase the diversity and personalities of American girls across each of the 50 states. Girl Power - I'm a fan!

Who's a Chatterchix girl? Any and every girl aged 5 to 12 that embodies the timeless values of respect, responsibility and friendship. For instance, there's Rachel from New York who owns a labradoodle named Snickers, Elizabeth from North Carolina who makes paper dolls and Kaitlyn from Texas who's a swimmer.

Robyn Bard, inventor of Chatterchix, is a former teacher and mother of three who hopes to inspire a whole generation of young females to find common ground in girls from every corner of the country who juggle homework, family, pets and after-school activities...just like them.

The first ChatterChik, Emily from Florida, is based on Bard's oldest child. Bard found that using real girls as models for ChatterChiks made them seem normal and relatable, which helps them better serve as role models to young girls.



Beyond the original 50 ChatterChik trading cards – depicting one girl from each state -- are ChatterPet™ cards and a lively website (www.chatterchix.com) that offers diary entries, weekly chatter topics and educational activities to get a girl through the day (and night of homework).

Girls have been flocking to the Chatterchix website to read the Weekly Chatter topic and respond with kindness and solutions. With just-like-me topics

including Buried In Homework and Privacy Please, girls share their best ideas to surviving horrible haircuts, piano lessons, little brothers and bathroom privacy.

“There are many faces of normal,” explains Chatterchix founder Bard who hails from Florida. “As a mother and an educator, it’s important for girls like my daughter to see girls from coast to coast like Charity of California. Her entire family is vegetarian and lactose intolerant. As Charity so simply declares on her trading card, while holding up her surf board, it ‘seems weird to some people, but it just seems normal to me!’

Collecting and trading the 30 ChatterPet cards are just as fun:

There’s Iowa’s Patriot the horse, North Carolina’s Rover the dog and South Dakota’s Harley the bearded dragon. Florida’s Coco the dog is the rarest of the must-have pet cards. Like all pets, these colorful critters teach girls about compassion, unconditional love and being a friend.

While girls will love reading about young people from various parts of the nation, they are actually getting a geography lesson. Each card lists fun facts about the ChatterChik’s home state -- the capital, flower, bird and nickname. Who knew Alabama is also known as the Yellowhammer State? Chatterchix collectors do!



Chatterchix trading cards come in packs of 6 mystery cards with rare cards like Emily from Florida, found in one of every 8 packs. So far the company has produced 25 ChatterChik state cards and 10 ChatterPet cards. New trading cards will be released soon. The cards are sold for \$2.99 per pack at national chains like Learning Express plus specialty stores from New Hampshire to Louisiana and beyond. Click on the website’s store locator for a list of retailers by state, or buy online at www.giletoys.com.

Currently available are:



ChatterChik and ChatterPet Trading Cards • \$2.99 per pack

Every ChatterChik represents a different U.S. state and comes to life through her unique bio, appearance, personality and lifestyle. With distinct rhyming bios, the ChatterPet cards are just as fun.

Chatterchix Trading Cards Binder • \$14.95

Fun and functional, a perfect place to showcase and store your cards at home or on-the-go:

For more information on the life of a ChatterChik girl, click on their interactive website at <http://www.chatterchix.com/>.