

Amanda

A Stay-at-home Mom's Point of View



Tuesday, September 2, 2008

Chatterchix Collectible Cards

Move over Yu-Gi-Oh, Pokémon and baseball trading cards, there's a new girl in town called Chatterchix™. Collectible cards will never be the same once girls get their hands on these glossy cards that showcase the diversity and personalities of American girl power across each of the 50 states.

Who's a Chatterchix girl? The answer is, happily, any and every girl aged 5 to 12 that embodies the timeless values of respect, responsibility and friendship. 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).

Meet Kaitlyn from Texas: Sometimes I like to spend a bunch of time just playing on the computer and doing puzzles. But, other times, I want to ride my scooter and play outside with my brother and my dog, Bailey. When the weather is warm, I love to swim and dive. Lucky for me, I live in Texas, so I have lots of swimming weather.



Online, Kaitlyn has been keeping a diary since the end of the school year. Her entry for July 26 follows the real-life current events of her geographic region:

Dear Diary, Hurricane Dolly has gone away. It ended up being a lot of wind and rain by where we lived, but not so bad. Momma, Daddy and William are back home now, and our house wasn't damaged at all. And actually, now Momma and William are getting ready to come to Missouri to stay with Grandma and Pop-pop too. In a week we'll all fly back together.

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.

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 www.chatterchix.com.