

Specialty Emporium

FOR THE PURVEYOR OF FINE PRODUCTS

Chatterchix

Chatterchix is a new collectible card line for girls ages 5–12. Each card features a different girl that embodies the timeless values of respect, responsibility, and friendship. Robyn Bard, inventor of Chatterchix, based the first character, Emily from Florida, on her oldest child. Bard found that using real girls as models for Chatterchix made them seem relatable, which helps them better serve as role models to young girls. Other characters include Elizabeth from North Carolina who makes paper dolls, Kaitlyn from Texas who is a swimmer, and Rachel from New York who owns a labradoodle named Snickers. Beyond the original 50 Chatterchix trading cards—depicting one girl from each state—are ChatterPet cards and a website (www.chatterchix.com) that offers diary entries, weekly chatter topics, and educational activities.

