

Irish Girl Guides press release

4 August 2017

Lifelike Brownie doll to empower girls to pursue their dreams

- New Lottie doll launched at Irish Girl Guides' international camp –

A newly-launched Lottie doll is set to empower girls to become more adventurous and more confident and to pursue their dreams.

The Brownie figure, like all Lottie dolls, is modelled on the proportions of an average nine-year-old child. She comes with a Brownie uniform (Brownies is the Girl Guide branch for 7-10 year olds) and accessories include a tent, a kayak and camping equipment.

The doll was launched today at Irish Girl Guides' international camp, IGGNITE2017, which has been taking place this week (30 July to 6 August) in Rockwell College, Cashel, Tipperary. 1,800 Girl Guides from 12 different countries are camping under canvas and taking part in a wide range of activities to help them 'BE' adventurous, active, confident, unique, limitless, inventive and to 'BE' survivors and advocates.

Launching the doll, **Nicola Grinstead, Chair of the World Association of Girl Guides and Girl Scouts (WAGGGS)**, said: "We love the way Lottie dolls are age-appropriate and relatable and they empower children to be themselves, to be imaginative, adventurous and, of course, to have fun. This partnership is a perfect fit for us as WAGGGS's vision is that 'All girls are valued and can take action to change the world'."

Irish Girl Guides Chief Commissioner, Helen Concannon, said: "We hope the Lottie Brownie doll will not only encourage our younger members to be more active and adventurous, but will facilitate the empowerment of many more girls besides and might encourage them to become Brownies and Guides too."

Ian Harkin, Managing Director of Arklu, the Donegal-based company that designs and manufactures the Lottie dolls, described the new doll as "a must-have plaything for every young Brownie, who'll be able to bring Brownie activities to life with Lottie in their very own home. She'll appeal to other adventurous-minded children too."

With over 500,000 active members in Ireland and the UK, and 10 million worldwide spanning 146 countries, WAGGGS is creating lifelong friendships between girls and young women. The organisation gives its members the skills, confidence and knowledge to become leaders and to support their communities. "This reflects Lottie's positive values and inclusive view on childhood," says Mr Harkin. "WAGGGS and Arklu both have as their mission to empower children to actively explore STEM (Science, Technology, Engineering and Mathematics) activities and to pursue their dreams."

The Lottie Brownie doll is suitable for children aged 3+. To find your nearest stockist, use the store locator on Lottie.com or order online. The doll retails at €19.95.

Irish Girl Guides welcomes new members from age 5+ and adult volunteers from age 18+. For more information, see www.irishgirlguides.ie or tel: 01 6683898.

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Photo captions:

Pictured at the launch of the new Lottie Brownie doll at Irish Girl Guides' international camp are from left:

Contact:

Fiona Murdoch, Communications Officer, Irish Girl Guides 085 8570565

Lesley Singleton – Lesley@playtimepr.com - +0044 01908 299 088 – 07852 451 093

Kelly Jones – Kelly@playtimepr.com - +0044 07717 214040

Alex Frith – Alex@playtimepr.com - +0044 07791 592011

Notes to editors:

Lottie Dolls/Arklu

Lottie Dolls, an Irish doll company, believe that childhood should be an inclusive place where every child belongs regardless of gender, ethnicity or ability and aim to reflect that in their collection. Developed alongside academics in child development, unlike other dolls, Lottie, Finn and Friends are based on nine-year-old children. The dolls are therefore relatable to all the elements of childhood – Lottie's motto is 'Be Bold, Be Brave, Be You!'

Six of the Lottie products to date have been inspired by ideas from real children 'Inspired by Real Kids' from around the world. When launching Lottie, the vision was to create a range of dolls that would empower children to be themselves, to be imaginative and adventurous and - most of all – to have fun! Lottie dolls are now on sale in over 30 countries around the world, their range of adventure chapter books published by Penguin are now also available in Easons, WH Smith, Amazon, on Lottie.com and at your local bookstore.

www.lottie.com // @lottie_dolls

Sales Contact: E: sales@arklu.com // T: 0203 773 27 26

World Association of Girl Guides and Girl Scouts (WAGGGS)

The World Association of Girl Guides and Girl Scouts is the world's only movement for every girl and any girl because it believes that each girl deserves to be the best she can be. Free to make what they want from the movement, girls learn by doing, make friends and have fun. In safe, local spaces, girls develop the skills and attitude to change themselves, their communities and our world. WAGGGS keeps the global movement thriving, united and growing.

www.waggs.org

Irish Girl Guides

Irish Girl Guides has approximately 12,000 members. Guiding started in Ireland in 1911 and operates throughout the 26 counties with 1,800 volunteer leaders providing an informal educational programme of fun and challenging activities that foster confidence and leadership skills in girls and young women, enabling them to develop to their full potential and to become responsible citizens. Girls from age 5+ can choose to earn a wide range of badges, including Community Action, Cultural Diversity, Disability Awareness, Drug Awareness, Online Surfer, Science Investigator and Global Traveller.

www.irishgirlguides.ie

