



Jay@Play Says, “Nice to Meet You- What’s Your Vibe?”
New Vibe Girls Fashion Dolls Inspire Kids to Spread Kindness, Positivity and Love

HONG KONG, May 28, 2021 - Vibe Girls™ -- a new line of vibrant, inspiring and be(YOU)tiful fashion dolls that empower kids to share good vibes with friends, family and their community -- will be starting to hit store shelves next week from [Jay@Play International HK](#), a company that prides itself in creating toys that engage, enlighten and are enjoyed by children around the world.

Vibe Girls™ encourage kids to express themselves as individuals and feel empowered to be proud of their own uniqueness. With included sticker messaging such as “Cool to Be Kind”, “Love Yourself”, “I Can and I Will”, “Paint Your Life with Color”, “Be Kind to All Creatures” and hundreds more, **Vibe Girls™** inspire everyone to make the world a better place and #ShareGoodVibes.

Each of the **Vibe Girls™** is unique in her own way, with her very own “vibe” that kids can aspire and relate to. There are six colorful, 8-inch articulated **Vibe Girls™** dolls to love and collect: *Emma* - Kindness Vibes, *Allison* - Animal Vibes, *Mia* - Ocean Vibes, *Sophia* - Happy Vibes, *Luna* - Art Vibes, and *Jamie* - Nature Vibes. Each doll comes with fun and detailed accessories to match her unique and individual vibe, a Share Good Vibes Diary that includes fifty positive messaging stickers to share the good vibes with friends and family, as well as a color-changing Vibe Ring for kids to wear and show off their own vibe.

“What better time than now for girls to share a beautiful fashion doll that sends messages of love, kindness, positivity and empowerment?!” asks the **Vibe Girls™** Team. “With these beautiful **Vibe Girls** and over 300 positive **Vibe Girls™** messages, it’s time to make the world a better place, one good vibe at a time.”

Vibe Girls™ will be available exclusively at Walmart and on Walmart.com, starting in June 2021 and will retail for \$14.99

Jay@Play International HK will also be introducing and showcasing **Vibe Girls™** at the Toy Insider’s Suite Sweet @ Home virtual event on July 14, 2021.

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About Jay@Play International HK

Jay@Play International HK was established in Hong Kong in 2004. Jay@Play’s portfolio of brands includes FlipaZoo, Flip Zee Girls, Playbrites, Twinkle Tents and more. Jay@Play’s innovative and creative approach to toy development has been lauded by the toy industry, media, and influencers across the country. To learn more, please visit: www.jayatplay.com.

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