

Come Share a Smile With a New Friend! Share a Smile(TM) Becky(R) is the Barbie(R) Doll's Cool New Friend

May 16, 1997, 01:00 ET from Mattel, Inc.

WHAT: Mattel, Inc. and Toys "R" Us invite you to the unveiling of Share a Smile(TM) Becky(R), the first 11-1/2 inch fashion doll that comes with her own bright pink wheelchair. In addition, checks for \$10,000 will be presented to the National Parent Network on Disabilities and The National Lekotek Center.

Mattel worked closely with Toys "R" Us and National Parent Network on Disabilities (NPND) to develop the newest member of the Barbie world. NPND provides a presence and national voice for parents of children, youth and adults with special needs. NPND shares information and resources in order to promote and support the power of parents to influence and affect policy issues concerning needs of people with disabilities and their families. Becky will be on the cover of the "Toys 'R' Us Annual Differently-Abled Catalog," which is produced by Toys "R" Us in conjunction with the National Lekotek Center which leads the way for accessible play for children with disabilities and their families through a nationwide nonprofit network of play-centered programs.

Share a Smile Becky is Barbie doll's friend with a disability that was designed so that the Barbie doll world will reflect the richness and diversity of the real world. The Becky doll's bright pink wheelchair was realistically designed, with iridescent mylar around the wheels and a backpack that fits on the back of the wheelchair. Becky will be available exclusively at Toys "R" Us stores and will come with a reply card to join WOW, Winners on Wheels, a fun boys and girls club for kids who use wheelchairs.

WHO: Michael Goldstein, CEO, Toys "R" Us
Nancy Zwiers, Senior Vice President Barbie Marketing, Mattel
Patricia McGill Smith, Executive Director, National Parent Network on Disabilities
Beth Boosalis Davis, Executive Director, National Lekotek Center
John Kemp, President & CEO, Very Special Arts

WHEN: May 21
9:30 a.m.

WHERE: Very Special Arts Gallery
1300 Connecticut Ave. N.W.
Washington, D.C., 20036
202-628-0800

CONTACT: (for information regarding Barbie and Share a Smile Becky) Lisa McKendall of Mattel, 310-252-4592; (for information regarding Toys "R" Us Toy Guide for Differently-Abled Kids) Ellen Kaplan, 301-564-1648, or Alan Marcus of Edelman Public Relations, 212-704-4481.

SOURCE Mattel, Inc.