February 6, 2020

Ellie, Josie, Charlotte, Kyani, Isa
Fayerweather Street School
765 Concord Ave
Cambridge, MA 02138

Hi Ellie, Josie, Charlotte, Kyani and Isa!

Thanks for reaching out to us about our new Creatable World dolls. I’m really excited about this line too!

As the world continues to celebrate diversity and inclusivity, we pride ourselves on remaining a leader in creating toys that celebrate the world kids see around them. Our team saw an opportunity to redefine what a doll is with Creatable World— a customizable doll kit encouraging all kids to play without rules or labels. This doll was driven by consumer insights and highlighted what is missing in the marketplace according to kids.

With no rules or labels, Creatable World lets toys be toys, so kids can just be kids.

These dolls are currently available online through major retailers. You can check out our website for more information and store availability: https://www.mattel.com/en-us/creatable-world

I truly appreciate you taking the time to reach out and share your enthusiasm with us. I’ll be sure to pass your comments and feedback along to the appropriate departments.

Thanks so much for being part of our Mattel family!

Best Wishes,

Susan C.
Mattel Consumer Services
Inspiring the Wonder of Play

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