



## Pawparazzi Pets make the Perfect Kids Play Set Gift

Dec. 2008- **Pawparazzi Pets** is the newest "it" toy for kids. Making a splash at the 2007 Toy Fair, these interactive dolls have become the latest rage. The latest unique kid's play set gift is the new interactive **Pawparazzi Luxury Set**.

Each pet has a celebrity personality – from movie and music stars to tennis pros, writers, and news reporters. Remember Paris Hilton, Britney Spears, and Reese Witherspoon carrying their dogs in purses as fashion accessories? In the world of Pawparazzi, the pets are the exciting celebrities who jet-set around the world.

Each pet comes with their own interactive celebrity life. [Pawparazzi.com](http://Pawparazzi.com) is an online store where girls can also be entertained by their favorite celebrity pets online. With individualized personalities, every toy's adventures can be chronicled on the Pawparazzi website. Here kids can follow the escapades of their celebrity pet with the Pawparazzi Celebrity Weekly Tabloid. To further immerse your child in today's online culture, every toy owner can post pictures of their Pawparazzi Pet or even go to the message boards to interact with fellow owners.

The site has gossip and updates about Pawparazzi celebrities, games, photo gallery, animation, and a fan club for kids that includes a monthly newsletter, free products, announcements of specials, new product releases, and invitations to parties and special events. Trendy Pawparazzi pets have become a craze with teen girl's ages 4 to 11 years since they were released in 2006.



Just some of the many Pawparazzi Pet's choices.

Pawparazzi celebrities have all of the fun of celebrity with none of the real world baggage. Chris Ryan of Noodle Head says, "Pawparazzi are funny caricatures of celebrity. With little pets as our celebrities we don't fret about girls' self-image or mimicking the less desired traits of pop-culture idols. Though I admit I've seen my niece pretend to wag her tail – so I may be wrong about this"!

Because of popular demand, the company recently released a line of play clothing and accessories for the pets. There is also a Hotel Pawparazzi, a play box that opens into a five star celebrity resort complete with sunbrellas and a pool. The box is designed for girls to collect and store their Pawparazzi collection and their accessories.

The company retires sets of Pawparazzi personalities periodically. A fresh new set of Pawparazzi are scheduled to be released in 2009.

Noodle Head, Inc. has now launched a retail website for its popular Pawparazzi Pets product line, where you can read the bios and see all the pets. [www.Pawparazzi.com](http://www.Pawparazzi.com)