

Kimochis®

toys with feelings inside



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KIMOCHI (KEY.MO.CHEE) MEANS “FEELING” IN JAPANESE.

And Kimochis® are what come inside each character! Kimochis® are small pillows with a feeling (happy, sad, silly, brave) printed on one side, and a corresponding facial expression on the other. Each Kimochis® plush character comes with a set of three feelings and a how-to Kimochis® *Feel Guide*. The characters also have a special pocket where kids can store their “Kimochis”—or feelings. Using the characters and their Kimochis®, kids can get in touch with their emotions through puppetry and play. And the accompanying *Feel Guide* introduces the fun and quirky personalities of each character that everyone can identify with!

NEW Summer 2010!

KIMOCHI LOVEY DOVE is sweet and nurturing and always there to help smooth out a lumpy situation. If the Kimochis® all shared one mom, it would be Lovey. She also keeps her baby, Turtle Dove, tucked under her wing.

KIMOCHI CLOUD is a bit moody and unpredictable. He can be happy or sad just by turning his head! His favorite number is 9, his favorite color is gray, and he loves butterscotch pudding and green tea.

KIMOCHI BUG is a caterpillar who is afraid of change. He is thoughtful, cautious and has secret dreams of flying! Bug lives in a Manzanita tree and plays the mandolin.

KIMOCHI HUGGTOPUS is all smiles and giggles. She is very affectionate and strong and sometimes gets a little carried away by her big friendly personality. She always means well, but has to learn about boundaries. Huggs' favorite number is 8 and she has a special fondness for bubble gum.

KIMOCHI CAT knows what she wants, when she wants it and why. Cat can be very persuasive and sometimes she's a bit bossy. Cat's bossiness can lead to a confrontation, or “cat fight” occasionally and feelings sometimes get hurt on Kimochi Way. That's why Cat comes with 5 bandages to help heal hurt feelings.

The *Feel Guide* also includes fun, easy lessons and activities developed by nationally renowned child communication and Kimochi Kindness expert, Ellen Pritchard Dodge, M.Ed. CCC-SLP.

“We all know that knowledge is important,” says Ellen, “but if you don’t have an effective way to communicate your knowledge, you can’t work well with people, you can’t manage upsetting emotions, you will have more difficulties in life. Getting back to the basics by playing and communicating with Kimochis® is a simple, yet powerful way to teach children how to: be aware of feelings, choose how to communicate in Ki-motional moments, and redo mistakes. This is The Kimochi Way.”

Dr. Daniel Goleman’s 1995 book *Emotional Intelligence* helped the world become aware that EQ (Emotion Quotient) can actually be more important than IQ. Emotional Intelligence (what we like to call Ki-motional Intelligence!) is the ability to manage emotions in a healthy and productive manner. The Kimochis® *Feel Guide* and website give parents and teachers advice on how to connect with their children and help them develop a stronger EQ.

“There are very specific moments in one’s life when an event can change and trigger different ways you look at the world,” says founder Nina Rappaport-Rowan. “For me, the moment that really stuck like glue was the horrible Columbine High School incident. To this day I am haunted by the idea that something like this could have happened. It made me dig deep and question why? What is missing? What are we not doing right with our children that they can be so disconnected and so self-destructive?” This was the inspiration that drove Nina to create the Kimochis®. “The goal is to get parents and kids talking to each other,” says Nina. “The company’s mission is to create original children’s products and animated family entertainment. We want to create compelling stories and lovable characters that will build confidence and self-esteem in our children and serve to strengthen parent-child connections.”

As the world becomes more and more interconnected, now is the right time to invest in the emotional intelligence of our children. Thankfully there is a growing movement to bring character education into the national school curriculum. With endearing characters that anyone can relate to, Kimochis® is committed to character-building education and to becoming a big part of this positive social change.

For more information, please contact us at kimochime@kimochis.com or 415.454.4600.

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DIVISION OF SOCIAL SERVICES
Children and Family Services

May 14, 2010

Plushy Feely Corporation
11 San Rafael Avenue
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Hello!

This letter is to acknowledge your generous contribution of 10 Kimochis to our organization. Marin County Children and Family Services works with families and their children who have been victims of abuse or neglect. Most of these children are being served at home with their parents but some are placed in out of home care.

Obviously, these children have a lot of feelings, so Kimochis are perfect for them. We were able to share Kimochis with children placed in foster homes as well as adoptive homes. Kimochis also went to children living with their parents. One is in our visit room and gets a lot of use. We have found Kimochis to be very attractive and well designed. They stand up to the heavy use children give them. The feelings give caretakers a way to talk about difficult feelings with the traumatized children they are trying to help.

The Kimochis have been very well received by all of the children they have been given to. Thank you again for your generous contribution to the well being of at risk children in Marin County.

Sincerely,



Paula Robertson
Program Manager
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