

Toys R Us partners with Mattel in support of Women4Women

Toys R Us is partnering with global toy company Mattel, with 20% of all sales on the Barbies Career range to go to the Women4Women Foundation, a non-profit organisation focused on female empowerment, upliftment, and youth education.



Source © Vogue [Vogue](#) 20% all sales on the Barbies Career range will be donated to the foundation to further their mission and contribute to children's education

“South Africa has a long way to go to increase education amongst females in underprivileged communities, with the great work that Women4Women do in these communities we are thrilled to support such a worthwhile initiative,” says Catherine Jacoby, marketing manager at Toys R Us.

“Women4Women is helping to improve job creation, increase income levels and growth of female-owned businesses, and ultimately aims to empower all females to improve their circumstances - a feat that cannot be done alone,” she adds.

Founded by Cindy Nell-Roberts, a former beauty queen, in 2017, the Foundation focuses on life skills for underprivileged girls in South Africa, with the goal to improve the lives of the less fortunate and previously disadvantaged girls of South Africa by providing access to life skills and education.

Inspired by real-life heroes

Jacoby adds that the funds raised in partnership with Mattel will help the Foundation to continue with their work to help women find their voice and increase the power of strength in numbers through her development and empowerment-based NGO.

“Nell-Roberts is a role model to many girls, much like Barbie who has over the last 63 years been in the hearts and homes of little girls as an inspiration,” she explains.

The Barbie careers range available at Toys R Us is inspired by real-life heroes such as nurses, doctors, teachers, firefighters, farmers, surfers, and astronauts to name a few.

“There are so many careers to explore, over 200 and counting, including a doctor, scientist, chef, tennis player, pilot and pop star, with each doll wearing an outfit for a day on the job,” says Jacoby.

“The Barbie careers range has been specifically created to inspire young girls with real life heroes because when a girl plays with Barbie, she imagines everything she can become.

“The Barbie Career dolls inspire kids to dream big and aim high. Each doll wears a career-themed outfit along with accessories to play out professional moments,” she explains.

She adds” “The range includes different body types, skin tones, eye colours and hairstyles to make storytelling and collecting more fun, ultimately sending a message to young girls that they can be or do anything.”



Barbie launches first dolls with vitiligo and behind-the-ear hearing aids

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Inspiring the next generation

“We’re humbled to partner with Toys R Us on this initiative to support the Women4Women Foundation. Our decades-long relationship with Toys R Us affords us the opportunity to get on the ground and support worthwhile causes like this,” says Cindy Veldsman, country manager Mattel EMEA.

“Since her debut in 1959 Barbie has held over 200 jobs, and we’re very excited to have an extensive range in South Africa which makes a real-world impact.”

“Children are inspired by what they see around them, and it is vital for young girls to see themselves in real-life scenarios which are attainable so that they can inspire the next generation,” Veldsman adds.

“This is ultimately why we support initiatives like Women4Women whose values are aligned to the Barbie brand.”

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