

ADORA THINKS OUTSIDE OF THE GENDER TOY BOX

Introducing a new line of gender-neutral accessories that level the pretend playfield

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[/EINPresswire.com/](http://EINPresswire.com/) -- Adora believes that it's never too early to practice good parenting. As an addition to their successful line of playful pink floral patterned accessories, the award-winning toy company is proud to release a gender-neutral collection that will allow both boys and girls to have fun nurturing.

This launch is an important one for Adora. In an age where girls can play with planes, trains and automobiles, why shouldn't boys play with dolls and change diapers? When it comes to playtime, offering a choice is vital in creating secure, happy and well-rounded littles. Removing gender bias and giving boys or girls options other than pink, purples and pastels gives them the green light to engage in nurturing play without gender bias. Whether they are preparing to be a big brother or sister, dream of being a stay at home mom or dad, or just enjoy playing with dolls, these toys will help foster kindness, teach practical skills, encourage self expression and bring out a child's gentle spirit.



Zig Zag Feeding Seat

"For Adora, there is no right or wrong way to play. Girls and boys should enjoy the freedom to choose the toys they want to play with without fear of judgment or scrutiny," explains Peggy Vicioso, VP of Marketing and Product Development. The 25+ veteran of the doll industry believes "Children should be encouraged to play with the toys that bring them joy. The more options we have out there today, the more successful we'll be at developing the strong, confident persons and parents of tomorrow."

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The new accessories are designed in a contemporary aqua and gray zig zag pattern that appeals to both mommies and daddies alike. This must-have baby gear gives little ones the chance to practice hands-on care for their baby dolls while encouraging hours of nurturing, interactive and creative pretend play. Ideal for feedings, changings or daily strollings,

the new accessory line includes:

[The Zig Zag Feeding Set](#) • \$14.99 • Fits up to 20" dolls • Ages 3+

Dine in with your doll at home or bring baby to brunch. Fully assembled, this portable

highchair/booster seat hybrid conveniently attaches to most tables for simple seating, in or out.

[The Zig Zag Diaper Bag](#) • \$14.99 • Ages 3+
Perform Mommy or Daddy diaper changes in style. Featuring a sturdy carrying strap and easy to open and shut velcro flap closure, this unisex bag includes a changing pad and two mini doll diapers.

[The Zig Zag Medium Shade Umbrella Stroller](#) • \$29.99 • Fits up to 20" dolls • Ages 2+
Perfect for pint-sized parents on the go, this beautifully crafted ride features a handy storage compartment and convertible shade. Added bonus - it folds up for easy storage.

ABOUT ADORA

Adora is a division of Charisma Brands, LLC. Adora has been producing award-winning toys and accessories for kids age 0-6+, for 25 years. Adora toys are thoughtfully crafted to give parents peace of mind. Products are BPA-free, hypoallergenic, and most are 100% machine washable. Adora is known for its realistic and unique doll sculpts, sweet faces, and fun and whimsical interactive toys that both girls and boys love. Available at specialty toy retailers, Amazon and on their web site at www.adoraplay.com.

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Zig Zag Diaper Bag



Zig Zag Medium Stroller

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