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WeeBelievers.com

The Wee Believers Toy Company® Responds to Tween Need for Affirmation

New Let Your Light Shine™ Product Line inspires adults to encourage, uplift and motivate tween girls with personal messages that confirm how much they matter!

Fishers, Indiana (January 10, 2016)—The Wee Believers Toy Company founders, Steve and Joni Abdalla, unveil a responsive new product line this week, aimed at empowering today's tween girl. The pro-girl Let Your Light Shine™ product ensemble represents the culmination of growing concern over the emotional and spiritual plight of adolescent girls in today's body-image-centric culture.

“From big corporations to TV ads and media outlets, everyone’s shouting at our girls that they aren’t skinny enough, pretty enough, savvy enough, fashionable enough, or any kind of enough. What about the values of the heart, mind and soul?” asked Joni Abdalla.



The engaging Let Your Light Shine™ line offers great variety, from artfully embroidered pillows and tote bags to colorful, textured accessory cases, that inspire girls to value their God-given strengths, like kindness, joy, and love. With sweet, feminine designs and charming details from artist Stephanie Corfee (stephaniecorfee.com), these products attract tween girls and adults alike, while also sending an empowering message.



The keystone products—a set of colorful affirmation pillows—make it easy for parents, extended family and friends to strengthen their relationships with their tweens by opening positive lines of communication. The pillows come with an embroidered pocket to hold sweetly decorated note cards. The cards prompt adults to handwrite keepsake messages of support, comfort, gratitude, and praise.

“Three of our daughters are currently tweens, so I understand just how hard it is for dads in particular to speak important, positive words to them at this vulnerable stage of development,” explained Steve Abdalla. “What I love most about this new line is how easy it makes it for a dad like me to communicate positive messages to my tweens.”

*“...sends the message loud and clear to our girls:
You are enough. You are wonderful.”*



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Wee Believers' Let Your Light Shine™ initial product offerings will be shown to the wholesale market early 2016 and appear on the WeeBelievers.com website for direct-to-consumer sales later this spring.

“Our Let Your Light Shine™ initiative sends the message loud and clear to our girls: You are enough. You are wonderful. God made you just the way He wants you. Savor, celebrate and cultivate your gifts and talents. Then, go and shine your goodness with everyone you meet,” said Joni Abdalla. “We are so excited about how this new initiative will impact girls for a lifetime!”



About The Wee Believers Toy Company:

Founded in 2009 and operated by Steve and Joni Abdalla, parents of six, The Wee Believers Toy Company offers toys, crafts and gifts created with inspiration from their own children. Today, Wee Believers continues to bring purpose to play by offering unique products that are child-tested and parent-approved. Our originality, craftsmanship, and thorough safety testing remain the foundation on which all of our toys are designed. Wee Believers seeks to fill hearts, minds and imaginations with God's presence and all things good. We make fun real!

For press kit and photo gallery please go to: <http://weebelievers.com/presskit>

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