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A Toy Company of which St. Nicholas Would Be Proud *New Catholic Toy Line Launches to Enrich Faith Life of Children*

Indianapolis, IN, December 1, 2008 – Just in time for Christmas, a new Catholic toy company has launched a line of authentic Catholic toys that educate, entertain, and enrich the faith lives of children. Wee Believers™ (www.weebelievers.com) is teaching and sharing the Catholic Faith with children and families around the world through innovative and creative toys.

Founded in 2006 by Steve and Joni Abdalla, a husband and wife team, Wee Believers™ was established to create high-quality, attractive, Catholic educational toys in an effort to increase a child's knowledge of Faith and love for God. *"Our goal from the beginning was to create eye-catching products for children that would stand the test of time, both in how the products were crafted, and in what they signified,"* says Joni. *"It was important to me as both a mother and the primary educator of my children to find toys that could entertain as well as inspire them."*

A detailed, ecclesiastically-approved instruction booklet will accompany each toy made by Wee Believers™ in order to foster faith-filled communication between parents and children, educators and students.

My Mass Kit is the first toy in the Wee Believers™ product line and is intended for boys ages 3-12 to help them understand and participate in the Liturgy more fully. *"My Mass Kit includes most of the holy items used during the liturgy. It is the ideal manipulative for young hands who want to mimic the actions of the priest in playtime activities and it is the perfect catechetical tool for adults who want to teach the actions and objects associated with the Holy Mass,"* explained Steve. Pre-orders are being taken now at the Wee Believers™ website (www.weebelievers.com) and will be delivered in time for Christmas.

In this busy Christmas season, parents and children are often inundated with toy descriptions that promise to spark the imagination or educate the mind. But rarely does a toy promise faith-formation as well as creativity and learning. Wee Believers™ is developing an entire line of these types of toys to be used in the home, at school, and in church. These products will not only occupy and educate curious and active hands, but will complement any reverent and faith-filled environment. The second product in the Wee Believers™ toy line is called *My Quiet Church* and will be another fully plush manipulative that includes a line of cloth dolls featuring the Wee Believers™ family figures and Fr. Juan Pablo, the Wee Believers™ parish priest. Baptism, First Holy Communion, and Matrimony accessory kits will be available to further enhance creative play inside *My Quiet Church*.

For more information about Wee Believers™ and *My Mass Kit*, or to schedule an interview with Steve or Joni Abdalla, please contact Ashley Walker at 678-990-9032 or Christine Schicker at 404-610-8871, both with The Maximus Group.

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