

LITE Up Your Little Girls' Nights And Days

By Michele Justic

Take a look around your little girl's room. What do you see? Barbies? Polly Pockets? Perhaps an American Girl doll? What message do some of these secular characters convey?

Increasingly pop culture adopts liberal values, foreign to Judaism, and the dilemma of to buy or not to buy increases, as our daughters, granddaughters, and nieces have become more engrossed in pop culture and its shiny, good looking offerings. Enter Malky Weinstock and "Yael."

As a marketing consultant and mother of two daughters, Ms. Weinstock sought to fill this need for a good role model for our young girls, yet one who is also attractive and fun.

Malky explains her motives, "My mantra is 'Small girls. Big potential.' Today's young girls are the women and mothers of tomorrow! Imagine if I could incidentally inspire a whole generation of little girls to grow up empowered with core Jewish values that make this world a better place!"

Where does her enthusiasm stem from? Malky was born in Monsey, but largely grew up in Brooklyn, the second of nine siblings. Her father is a Chabad chassid and author of a commentary on the Rambam, and her mother is in the educational field. She currently lives with her husband and three teenage children in Brooklyn. Over the years, she has worked with an extremely wide array of both profit and non-profit organizations in marketing and brand-building. Malky notes, "Ever since my daughters were little girls, I've dreamed of using my marketing and brand-building skills to create a brand of inspirational and entertaining Jewish cartoon/doll characters to empower our young girls with Jewish values and thus provide a meaningful and fun alternative to the pervasive Barbie, Dora, and other secular characters which, in the best case scenario, provide little meaning, and in the worst case scenario, subconsciously insinuate values foreign to Torah. I often shared my dream with my close friends and family, who full-heartedly endorsed the idea, but for years it remained just that—a dream. I was employed full time, and also raising my three young children. In recent years, with the children now teenagers, and working on my own as a marketing consultant, the idea seemed more feasible. "

In March 2011, she founded the LITE Girl Brand. LITE is an acronym for Love, Inspire, Teach, Encourage. The mission is to empower our little girls with creative characters (and associated products) who gently inspire and demonstrate love of God and fellow Jew and other central Jewish values.

In creating the character of Yael, the first ever Jewish girl character, introduced to our marketplace via the first LITE Girl book and CD, "Yael's Loving World," Malky explains, "I thought of all the little girls in my life that I know and love, and tried to create a character they'd

identify with—and consequently fall in love with. However, some of the characters in Yael’s World that appear in the book’s pages, like Savta and Saba, are definitely modeled after my and my husband’s grandparents, whom I loved and benefitted from tremendously.”

Intended for girls (and possibly even boys!) aged 3 to 8, “Yael’s Loving World” contains a picture book/ read along sing along CD. Malky enthuses, “The book has vivid, vibrant, endearing illustrations that literally pop off the page, and also comes with an audio CD and the original LITE Girl theme song.”

I was first introduced to LITE Girl at an event held in the summer at the Levi Yitzchak Library in Cedarhurst. My six year old and two year old daughters were instantly drawn in by the beautifully illustrated, fun book that also includes songs. The book and/or CD have not had a day’s rest since! I can’t wait for other additions to this series—if for no other reason than to let “Yael’s Loving World” have a day off. As a parent, I have to admit, I also love Yael. She has all the charm and pizzazz of any secular character but with none of the eye-rolling, insulting sarcasm so pervasive in other media. Yael loves her family, friends, teachers, and Hashem.

Once you get to know Yael, you really want her to succeed. Malky used her marketing expertise to devise a minimal-cost marketing plan. There is significant online affiliate marketing with Kosher-Kouponz, Jewpon, and JDeal. Jewpon and LITE Girl have co-produced a 60 second animated Yael Video to promote the LITE Girl brand and book sales which you can view by copying this link into your browser: <http://youtu.be/1bCkYvvg4Ugat>. You can also view it by simply typing Bealitegirl into your youtube browser.

Malky has also held several raffle drawings for a free book, at the Boro Park Hatzoloh Chinese Auction, on www.savvyima.com and imamother.com. Further promotion is done through the LITE Girl “Make the World a Better Place” Concerts, performed by the talented and inspirational Rachel Ravitz. LITE Girl will be performing a probono Chanukah concert for Chai Lifeline girl patients and siblings. They have already sold over 2,000 book/CD sets and have close to 2,500 members from all over the U.S. plus Canada and Mexico who have signed up at www.bealitegirl.com.

What’s to look forward to with Lite Girl in the coming months? The very exciting Yael doll which Lite Girl is working hard to have in time for Pesach! The next book/CD in the Yael series, New Shoes For Yael—and possibly a backpack along with it—is scheduled for release in September, 2012. And you never know if a LITE Girl concert will pop up somewhere near you, to the joy and delight of many LITE Girl fans.

Because Yael’s Loving World and CD makes a perfect gift for little girls, Malky has a special Chanukah offer for 5TJT readers: buy the book/CD set online at www.bealitegirl.com and get free shipping by entering the promo code SHIPFREE.