

Yael's Loving World

Move over Barbie.....Yael is here! Charmingly adorable while exemplifying Jewish values, she's fast becoming the newest and most beloved role model for our little Jewish daughters.

Yael is the original character from a new Brooklyn-based company, Lite Girl, Inc.

Lite is an acronym for Love, Inspire, Teach and Encourage. And because today's girls are tomorrow's mothers, Lite Girl products seek to celebrate and instill these core values in our precious daughters, our next generation.

Yael's Loving World, the introductory book of the Yael Series, is 36 pages of vibrant color and charming characters and illustrations that both little girls (aged 3-7) and their families are sure to adore and identify with in their own worlds. The read-along audio/musical CD makes for a great bedtime activity. Yael's Loving World gently instills the values of ahavas Yisroel, ahavas Hashem, hakaras hatov and kibbud horim u'morim. It is the universal, classic story of the happiness that results from the reciprocal love and appreciation of family members and close friends, and most of all Hashem, who provides them all to us.

The Jewish Home was lucky enough to be able to spend a few moments with Malky Weinstock, the author of the Yael Series.

TJH: Malky, it's so nice to finally meet you! What inspired you to create the series?

MW: While I have a professional background in marketing, brand building and public relations, I've always dreamed of creating a brand of inspirational and entertaining Jewish cartoon/doll characters to empower our young girls with Jewish values/mid-dos 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, sub-consciously insinuate foreign values. 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 these core values that make this world a better place!

TJH: Malky, that sounds wonderful. I definitely agree with you; our young children need positive characters they can connect with. Which readers would connect best with Yael and her book?

MW: Yael's Loving World is adored by young girls (and some young boys, until the day we acquiesce to their requests for creation of the Lite Boys Division!) aged 3 to 8. It is also tremendously appreciated by mothers, aunts, grandmothers, or friends who love bond-



ing with the special little girls in their lives by spending time together, and reading an incredibly attractive book that introduces them to a uniquely endearing Jewish girl character that they can happily identify with.

Yael's Loving World is an especially nice birthday gift and gift for the upcoming 3-day long Yomim Tovim.

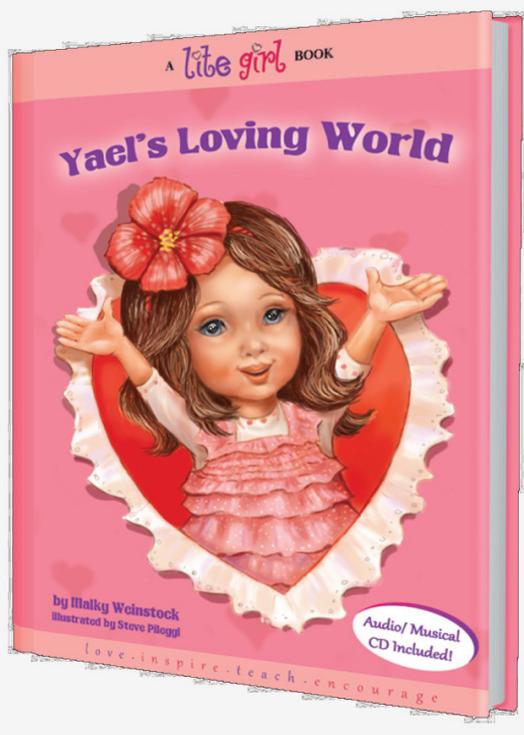
TJH: When you created the "Yael" character, did you have a specific person in mind who the character is based on?

MW: I can't say that Yael is based on a particular little girl; I just 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 who 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.

TJH: Malky, I loved reading your book. Is this the first book you've written?

MW: No. Ten years ago, I authored a children's book called, "There's Room In My House!" distributed by Feldheim. It is no longer in print. I have also authored a non-fiction book for adults titled "Angel of Orphans" published in 2009 by Targum. I am happy to announce the founding of my own brand and publishing house "Lite Girl Inc," as of March 2011, with our first book, "Yael's Loving World" printed June 2011.

TJH: Malky, I checked



out your website. Please tell our readers what being a "Lite Girl" means?

MW: First, I will tell you what Lite means.

L is for **Love**, to Love Hashem and every Jew.

I is for **Inspire**, to make good dreams come true.

T is for **Teach**, by every good deed we do.

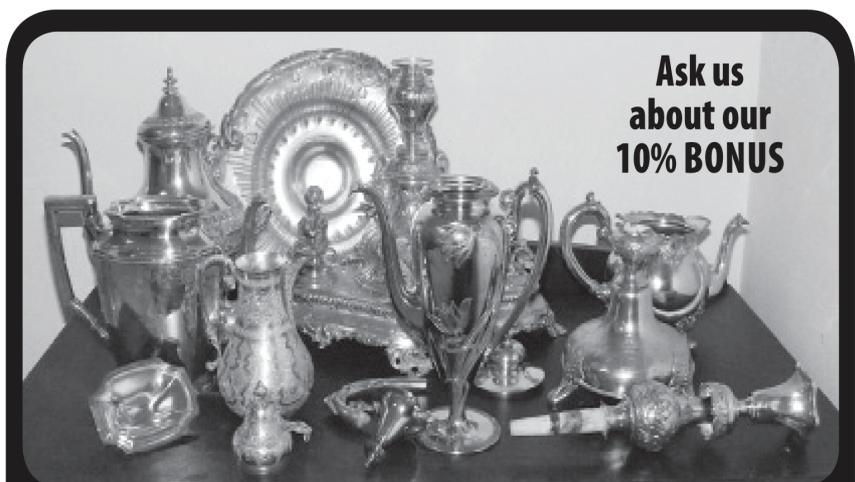
E is for **Encourage**, to be a good friend to you.

Thus, A Lite Girl is a girl who tries the best she can wherever she is to demonstrate the values of loving Hashem and every Jew by being nice to everyone and by being proud to do Hashem's mitzvos.

A Lite Girl has inner beauty and self respect. She is a leader by example, a giver and a very best friend. She is every Jewish mother's and grandmother's dream, and she is a girl who will one day with Hashem's help be a mother of tomorrow's generation and she in turn will empower her children to make the world a better place.

I just want to close by saying that in contrast to today's secular world, where every subsequent generation is increasingly corrupt and self destructive, the Jewish people have always placed their hope for a better world, and for the continuity of the Jewish People who make this world a better place, in their children. And that sums up the story and mission of Lite Girl.

TJH: Thank you so much Malky! I look forward to seeing more books written by you!



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