



Plug-in content

Image

➤ **Making the Universe a Brighter Place!**

➤ **RAINBOW BRITE**

Far off at the end of the rainbow lies a magical land where all the colors in the universe are born. This land is called Rainbowland, and its leader is a courageous, caring girl named *Rainbow Brite*.

Armed with a magical color belt and a host of delightful friends-including the Color Kids, the Sprites, and her faithful horse Starlite-Rainbow Brite leads the charge, battling the forces of gloom and bringing color to those who need it throughout the universe.

➤ **FAN APPEAL**

Rainbow Brite has delighted generations of children with its imaginative adventures and positive messages of kindness, courage, and optimism. Among adults who grew up with cartoons and dolls, *Rainbow Brite* also has a significant following as a nostalgic property. But no matter who you are, you can always count on *Rainbow Brite* to make your heart a little lighter and your universe a little more colorful.

➤ **TARGET AUDIENCE**

Girls 4-7 and their parents.

Join *Rainbow Brite* and her friends as they set out to defeat the forces of gloom and make the universe a brighter place!

Licensing Opportunities Available in a Variety of Colorful Categories (especially games, apparel, accessories, domestics, publishing, and promotional)

➤ **CONTACT US**

For further information on *Rainbow Brite*, please contact:

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