



This concept is about a little girl named ZOE and her fear of swimming. Travel with Zoe on her way to overcoming her fear in both an illustrated book and elaborate board game. This doll to splash into boutiques summer 2010.

The name "Zoe" is written in a large, bubbly, yellow font with a black outline. A small sun icon with rays is positioned above the letter 'e'.

Doll with Accessories...sold seperately



Initial Research for



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