



## **KIMOCHIS™ FEEL GUIDE: TEACHER'S EDITION**

Redefining the way caregivers and teachers approach  
social and emotional education for academic success.



(San Anselmo, CA) Ask any parent what their hopes and dreams are for their child and you'll certainly hear, "to be happy." Ask any teacher why they chose to become a teacher and you'll likely hear, "to make a difference in a child's life." Plushy Feely Corp. is dedicated to helping both parents and teachers fulfill those goals.

Nina Rappaport Rowan, founder of Plushy Feely Corp. and Executive Producer of this year's summer box office hit *Despicable Me*, created Kimochis...Toys with Feelings Inside® as a response to the Columbine High School incident. Kimochi (KEY.MO.CHEE) means "feeling" in Japanese. Kimochis™ characters help children learn how to develop their emotional and social skills; identify and express feelings; build character and confidence; and strengthen parent-child connections.

Plushy Feely Corp. believes strongly in education and is releasing a new social and emotional learning (SEL) curriculum (grades pre-K through 5th) this fall. Co-authored by Ellen Pritchard Dodge, M.Ed CCC-SLP, Plushy Feely Corp.'s Educational Director and a recognized leader in the field of communication and character education, the 296-page *Kimochis™ Feel Guide:Teacher's Edition* is a fun and easy way for teachers, counselors, and administrators to teach children: the basics of communicating, identifying and expressing feelings, how to prevent bullying, and making and keeping friends.

"We need to make time for the fourth 'R'—reading, writing, arithmetic and relationships," says Ellen Pritchard Dodge, M.Ed CCC-SLP. "Teachers are pressured to focus on academics and raise test scores. The intentional, direct instruction of social and emotional skills develops a strong character foundation to boost academics while creating emotionally healthy and confident kids."

The Kimochis™ Tool Kit, which includes the curriculum and all of the Kimochis™ characters and feelings, is being piloted in 25 schools across the country this fall at a time when SEL is increasingly becoming recognized as an important and required part of a child's education.

**NINA RAPPAPORT ROWAN**, Founder and CEO of Plushy Feely Corp. is a leader in the field of animation as Executive Producer on projects such as *Despicable Me* as well as producer of the 1998 Academy Award winning Best Animated Short Film, *Bunny*.

**ELLEN PRITCHARD DODGE, M.ED CCC-SLP**, Educational Director of Plushy Feely Corp. has published numerous books and articles, has given over 300 workshops both nationally and internationally, and teaches in public schools in Northern California where her communication curriculum won a National Character Education Award. Nina and Ellen have proven to be a formidable team in their effort to change the way caregivers and teachers approach social and emotional education.

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