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Contact: www.stepstitches.com

Email: stepstitches@gmail.com

Phone: 404-226-5412

FOR IMMEDIATE RELEASE

Vintage Dolls with a Modern Twist

Kid at Heart Creates Keepsakes for a New Generation

ATLANTA, Ga. – StepStitches announces the launch of a book and a family of new dolls and accessories just in time for the holidays! The picture book, *Cinnamon Annie Loves*, is a colorful companion book centered around fan favorite and company staple, Cinnamon Annie. Cinnamon Annie is a unique handmade Raggedy Ann-style doll stitched with love. She is a little friend with a big heart.



“Cinnamon Annie is an updated version of the nostalgic doll we all remember. Instead of the pinafore apron that the traditional doll wears, Cinnamon Annie’s dresses are in fabrics and styles appealing to little girl’s today,” exclaims creator and company owner, Stephanie Dean.

About StepStitches

Atlanta-based StepStitches is a handmade custom doll company with original clothing and a book that helps young girls explore the world around them. The durable dolls are in three skin tones and different hair colors to include various ethnicities. Dean says StepStitches’ dolls help customers appreciate and celebrate their own natural attributes.

The licensed social worker and former elementary school teacher developed her business nearly five years ago to reach women who were underrepresented in the doll market during her youth in the late 1960s and early 1970s. “As a child, I had a Raggedy Ann that I loved dearly, but she did not look like me. Cinnamon Annie is the doll I would have loved to have had,” Dean said. Customers have eagerly purchased her dolls for their daughters, granddaughters, nieces, and young friends.

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About Customers

The uniquely designed dolls have been wildly popular since the birth of Cinnamon Annie. Collectors and traditional doll enthusiasts shower StepStitches with praise.

“My daughter screamed OMG! Needless to say, she loved it!!!! Great and responsive customer service. We could not be more pleased.” – C. Miller, Houston, TX

“I really recommend this item. Neat quality and arrived when expected. Thank you so much for the service. I am very happy that this doll works as an empowerment tool for children and shows how beautiful black women are! My niece related very well with her baby doll.” - C. Batista, Marina, CA

About Future Products

November 2018, StepStitches will launch mini ornament-sized Cinnamon Annie dolls. StepStitches will later announce the creation of coordinating accessories for little girls to wear, a Raggedy Andy-style doll for boys, and some home décor items.

Message to Customers

As a former educator, helping students build their reading skills and develop a love of reading was a top priority. So, I was really excited to fulfil a life-long goal of writing and publishing a children’s book. *Cinnamon Annie Loves* is a picture storybook full of photographs and text that I hope will enchant and delight young readers as they explore the world with their friend, Cinnamon Annie.

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Contact

If you would like more information about StepStitches and its products, please call:



Stephanie Dean

404-226-5412

stepstitches@gmail.com

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