

Welcome To

EthiDolls®



**We Tell The Stories Of
African Women Leaders From History
& Design The Authentic Dolls
That Represent Them**

**For Inspiration, Self Discovery
& Global Community Outreach**



WELCOME TO ETHIDOLLS

EthiDolls was founded on the idea that strong, smart and confident girls need relevant role models that are reflections of themselves. Inspired by African women leaders from history, we adapted these women leaders' stories and developed authentic doll representations for entertainment, learning and exploration. As young girls in Ethiopia, we were part of the first generation to help our native land bridge into the modern world. Today, we are New York City entrepreneurs working to preserve African heritage for future generations.

We created the EthiDolls concept because of our passion for Africa. We believe that engaging stories about real women leaders from African history -- and the authentic dolls standing as tangible representations of these women -- will lead to self discovery in a way that is real, overdue and personal for girls of African descent, and will touch and broaden the lives of their multicultural playmates in a way that recognizes the global environment in which they are all coming of age.

We hope to illuminate and share our corner of the global village by offering culturally inspired dolls and stories based on African women leaders from history who excelled in their lives without the many resources we enjoy today.

Makeda, The Queen of Sheba Doll, was the first in our series of African royalty dolls. Makeda is the first woman leader from **Ethiopia**, the land known as the "cradle of civilization" and a beacon of freedom in Africa. Her story resonates throughout the ages.

From East Africa to West Africa, our newest doll's homeland is Ghana. Her story is based on the **Queen Mother Yaa Asantewaa, of the Asante** -- modern day Ghana -- the land known as "The Gold Coast of Africa." Yaa Asantewaa was a formidable leader who defied the might of the British in 1900 in the "War of the Golden Stool."

Thank you for helping us Preserve African Heritage for Future Generations.

Salome Yilma
Cofounder/CEO

Yeworkwoha Ephrem
Cofounder/EVP



FIRST from EthiDolls – ETHIOPIA
MAKEDA, THE QUEEN OF SHEBA
 Dress Fabric for Makeda Hand Woven in Ethiopia

NEW From EthiDolls – GHANA
QUEEN MOTHER YAA ASANTEWAA
 Dress Fabric Design for Yaa Asantewaa from Museum Archives

HISTORIC AFRICAN WOMEN LEADERS - STORYBOOK ADAPTATIONS

EthiDolls®

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PRESERVING AFRICAN HERITAGE FOR FUTURE GENERATIONS





Salome Yilma – Co-Founder and Chief Executive Officer

Inspired by her parents' dedication to public service, education, cultural diversity and philanthropic efforts, and using the knowledge and skills developed during her 25 years as a senior executive in the publishing industry, Salome Yilma founded EthiDolls®.

Born in Ethiopia, Ms. Yilma moved to Washington, D.C. where her father, Yilma Deressa, served as Ethiopia's ambassador to the United States and at the same time to the United Nations. She began her own doll collection at a young age with the support of her parents, who brought back a doll from every location they visited, hoping to convey that, while people from faraway places may look different, they are essentially the same in the ways that matter.

Ms. Yilma graduated from Adelphi University in New York. She subsequently entered the publishing industry and gained broad experience in sales, while developing successful business strategies, launching targeted businesses, and leading teams that consistently met or exceeded revenue expectations. **Ms. Yilma has worked at major publishing companies, including *Essence, The New York Times Company, CMP, Miller Freeman and VNU.***

Ms. Yilma's education and career, combined with her own unique life experiences and extensive travel, give her the uncommon ability to bridge the rich heritage of Africa with the diverse cultural traditions of America. As co-founder/CEO of EthiDolls, she is responsible for assembling the management team, developing and executing the business plan, and overseeing production.

"Throughout my life, I witnessed my parents making both grand and small gestures for individuals and for the community that, in their own way, helped make the world a better place for everyone," Ms. Yilma says. "From their innate kindness, their providing tuition to family members and friends, and their years of public service within our local community and on the international political scene, I understood from an early age that by being socially aware and generous with your time, resources and spirit, you can make a profound impact on others and in your community."

"I now look at their beliefs as precious gifts I received early on. As a result, I have been able to thrive – personally and professionally – uninhibited by the many prejudices we all experience as we go through life," she says. "We at EthiDolls believe that these are the same gifts all parents wish to bestow on their children. And we hope to contribute this same spirit of global community and social consciousness in today's young African-American girls and their multicultural playmates by offering a new vision of the African experience."



UPTOWN MAGAZINE

EthiDolls® - In The Media

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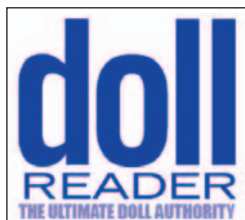
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THE AMSTERDAM NEWS



TOYDIRECTORY.COM



Yeworkwoha Ephrem – Co-Founder and Executive Vice President

Driven Driven by love for her homeland, Ms. Ephrem has successfully pursued various culinary and entrepreneurial avenues over the last 30 years to achieve her goals of celebrating Africa and fostering cultural and historical awareness among all citizens of the world.

Born in Ethiopia, Ms. Ephrem and her three young children arrived in New York in 1978 to join her husband. Though the transition was not easy, Ms. Ephrem was grateful that her family was safely reunited; and she was determined to continue to live by their family philosophy of “giving back.”

Ms. Ephrem’s first step was to introduce New York City’s TriBeCa neighborhood to Ethiopian food with the opening of her first restaurant in 1979. Buoyed by its success, she pursued a culinary career that has been highlighted by certification in macrobiotic cooking from the Kushi Institute in Massachusetts; conducting a cooking class at Macy’s; providing exotic food catering services in Manhattan; and participating in the James Beard Foundation Award Gala in 2001 and The Tasters’ Choice event at the Jacob Javits Center in 2002 and 2003. In addition, Ms. Ephrem has cooked with Martha Stewart and served as mentor on traditional Ethiopian cuisine preparation for renowned chefs such as Marcus Samuelsson of Aquavit.

Since 1998, she has been owner/operator of Ghenet, the highly successful Ethiopian restaurant in New York’s SoHo neighborhood, which has received enthusiastic praise in numerous publications including *The New York Times*, *Gourmet Magazine*, *The Zagat Restaurant Guide* and *Time-Out New York*.

In addition to her culinary pursuits, Ms. Ephrem has worked with Ethiopian Airlines in the Commercial Planning & Marketing Division, the United Nations Development Program in New York and the United Nations Peace Keeping Missions in Israel and Lebanon. As a member of the Ethiopian Orthodox Church of Our Savior she served as Secretary of the Board and as a member of the Executive Committee until 1999.

Ms. Ephrem also is overseeing her late husband’s philanthropic endeavors, which allows her to travel extensively throughout Ethiopia and the Middle East. She recently completed the renovation of the church where her husband was christened in Bulga in the Shoa region of Ethiopia and is in the process of furnishing it with benches and paintings. Additionally, Ms. Ephrem is honoring her husband’s wish for a school in his hometown; and work on the project is currently underway.

Of her work with EthiDolls, Ms. Ephrem says “Our true aim is to enrich the lives of young girls of African heritage, especially in this fast-paced and media savvy age we live in. And we’re also pleased to contribute to the growing and important movement of African-American families researching their heritage and re-connecting to cultural traditions. We’re eager to serve this market with educational yet beautiful products that relate the remarkable stories of African women leaders from history.”

EthiDolls® - In The Media

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ETHIDOLLS CEO ON LIVE EVENT PANEL &
DOLL FEATURED ON ABC TV WITH LWL FOUNDERS



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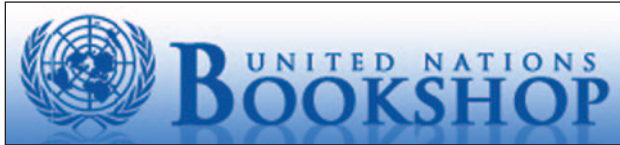
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Makeda[®] The Queen Of Sheba

Available At These Fine Stores:



blackdollstolove.com angelicdreamz.com dollslikeme.com sisterhoodboutique.com

1. FAO Schwarz, *NY, NY*
2. The United Nations Bookshop, *NY, NY*
3. The American Museum of Natural History, *Museum Gift Shop, NY, NY*
4. Hue-Man Bookstore & Café, *NY, NY*
5. The Riverside Church, *Visitors Center Gift Shop, NY, NY*
6. Integral Yoga Natural Apothecary, *NY, NY*
7. Ghenet Restaurant, *NY, NY*
8. Ghenet Restaurant, *Brooklyn, NY*
9. Scarf & Gift Shop, *Jamaica, NY*
10. The Rocking Horse Gallery, *Fredericksburg, VA*
11. The Doll House, *Kilmarnock, VA*
12. Busboys and Poets Bookstore, *Arlington, VA*
13. Anna's Collectibles, *Philadelphia, PA*
14. Ida Baby, *Ft. Worth, TX*
15. The Doll Hospital, *Spring, TX*
16. DuSable Museum, *Chicago, IL*
17. Charles H. Wright Museum, *Detroit, MI*
18. Jo's Gallery, *Detroit, MI*
19. Doll Hospital & Toy Soldier Shop, *Berkley MI*
20. Birmingham Museum of Art, *Birmingham, AL*
21. Birmingham Civil Rights Institute, *Birmingham, AL*
22. Reginald F. Lewis Museum, *Baltimore, MD*
23. Astah's Fine Art Gallery, *Maplewood, NJ*
24. My Doll Castle, *Claremore, OK*
25. Apple Tree Dolls & Bears, *Port Angeles, WA*
26. Cheryl's Dolls & Collectibles, *Tampa, FL*
27. Hart Bakery Inc & Gifts, *Indianapolis, IN*
28. The Reading Tree, *Alpharetta, GA*
29. Shrine Of The Black Madonna Cultural Center & Bookstore, *Detroit, Atlanta, Houston*
30. Le Un Petit Plus, *Nimes, France*
31. Miss Vinyl, *Cesson Sevigne, France*
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