



**Rainbow**™  
**Brite**



### Overview

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 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.

### Classic Rainbow Brite

Introduced by Hallmark Cards as an animated television series in 1984, the Rainbow Brite franchise generated \$1 billion in retail sales of dolls, toys and other licensed products. Rainbow Brite continues to resonate with young women/moms who grew up with the brand and who remember and share Rainbow as a symbol of hope and happiness from an earlier time.

### Target audience

Women in their 30's who enjoy the nostalgia from their youth

Rainbow Brite has delighted generations of children with her imaginative adventures and positive messages of kindness, courage, and optimism. Among adults who grew up with the 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.

Visit us at [Rainbowbrite.com](http://Rainbowbrite.com)



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