**Comprehensive educational materials will be developed to accompany the toys. These materials will promote awareness about endangered species in an engaging, informative way that will enhance the learning experience of children.**

* Animal Facts (in other doc)
* <https://www.amazon.com/Dolls-Studies-Meanings-Girls-Mediated/dp/1433120690#:~:text=Book%20overview&text=This%20work%20revises%20conventional%20understandings,methodological%20practices%20and%20theoretical%20frameworks>.
* Postcards vs posters vs **trading cards**
* Children enjoy collecting things (stickers, rocks, etc).
* <https://www.childresearch.net/papers/playing/2013_01.html>
* Active phase of collecting is from 7 to 12
* Children are naturally curious, collecting objects allows them to observe and arrange them
* Collecting is an extension of play
* **Collecting as an educational tool**
* <https://bitescience.com/articles/why-some-kids-love-collecting-toys-more-than-others/>
* <https://kidscreen.com/2016/07/05/why-kids-and-collecting-go-hand-in-hand/>
* “For a collection to feel substantive and valuable, the items should be unique and complement each other. They need to be sought out for a particular purpose.”
* “[Successful collectible items](http://kidscreen.com/2016/04/05/piecing-together-a-modern-collectibles-craze/) should be widely available, while also appearing to be scarce—or at least some components should remain elusive. It must be possible for kids to find and buy the items (or use virtual currency to do so), but the most desirable ones should be more rare.”
* <https://www.proquest.com/docview/2267000370?accountid=9676&parentSessionId=R9GXUKXVSzubi9nGP3z3DeqxvMUz8TsKEa3ABRZJVWo%3D&pq-origsite=primo&sourcetype=Scholarly%20Journals>
* “All these campaigns have run for a finite time period and have a specific number of items to be collected”
* “...tactics include uncertainty (the reward is random and not revealed until the item is opened from its packaging after purchase), the limited availability of each item in the set, and the consumer competitiveness aroused through these scarcity appeals”
* “Belk (1995, p. 67) defines collecting behavior as “the process of actively, selectively and passionately acquiring and possessing things removed from ordinary use and perceived as part of a set of non-identical objects or experiences”.”
* “In an examination of the motives for collecting amongst young children (6 – 11 years), Baker and Gentry (1996) uncovered five key motivators; collecting as something to do, to learn or satisfy curiosity, to satisfy a passion, to be unique and to associate with others”
* “Play and fun was noted as a reason for collecting, especially by the younger children. For instance, a young girl stated: “You can explore different animals and you can kind of just play with the noises” (age 5–6). Learning was also linked to motivation to engage: “Because you can learn all about the different animals” (age 5–6).”
* Trading cards are cheap to make, but is there a sustainable company?
* <https://www.printmagic.com/trading-card-printing/>
* <https://www.printmagic.com/postcard-printing/>
* <https://www.printmagic.com/sticker-printing/>
* <https://www.allaboutcards.de/en/company/news/eco-friendly-cards-card-suppliers-more-than-just-a-trend>
* **Ask Deb at the Child Cognition Lab about age group/target demographic based on current postcards, maybe ask about gender of toys?**
* **Ages 7 - 12**
* Include animal representation in other cultures? Ex. homesphere.com: in europe, rhinos symbolize strength and power. In african folklore, rhinos are portrayed as courageous, wise, and determined protectors. In Hindu mythology, rhinos are known for their strength and resilience, and are also guardians of sacred places. ← theme of protection, symbol of strength, resilience, courage, power, and determination (maybe include theme on postcard?)
* Trading card > postcard. Postcards are associated more with adults, and I haven’t met any kids or seen any online that collect postcards. Collecting trading cards, however, remains popular and timeless.
* Trading card will have a cartoony illustration ← attracts children more than realistic. Toys are cartoony, where should realistic illustrations go? Should packaging have realistic illustration AND cartoony illustration?

Two mockups of trading cards, which do you like better, realistic or cartoon illustrations on cards?

Javan Rhino

*Rhinoceros sondaicus*

Critically Endangered

Despite being the second smallest rhino (right after the Sumatran Rhino), these majestic creatures can weigh anywhere from 2000 to 5000 lbs! All Javan Rhinos currently live in Indonesia, and are also known as ‘Lesser One-Horned Rhinos.’ I still think they’re pretty great!

Sumatran Elephant

*elephas maximus sumatranus*

Critically Endangered

Sumatran Elephants are a subspecies of Asian Elephant, and typically inhabit tropical forests. These elegant animals can weigh up to 5 tons– and be up to 9 feet tall! Like all elephants, the Sumatran Elephants are vegetarians, with some of their favorite foods being bananas and sugarcane. That’s pretty sweet!

Amur Leopard

*Panthera pardus orientalis*

Critically Endangered

Amur Leopards are suited to both hot and cold climates, with the ability to grow both a short summer coat and a long, fluffy winter coat. These beautiful creatures enjoy taking naps in trees, and can leap up to 10 feet in the air! They’re great friends, but can be a bit hot and cold!

Irrawaddy Dolphin

*Orcaella brevirostris*

Endangered

These adorable dolphins are known for their expressive, charismatic faces. They can be anywhere between 5.9 - 9 feet long, and they live in small groups called ‘pods’. Irrawaddy Dolphins have been known to help fishermen by herding groups of fish into their nets. Now that’s a friend worth having!

Kakapo

*Strigops habroptilus*

Critically Endangered

These unique birds, native to the rainforests of New Zealand, are so round and heavy that they cannot fly. However, their claws are extremely strong and allow them to climb trees up to 65 feet tall! Kakapos are also some of the longest living birds in the world, and can live up to 90 years. I think they look great for their age!