

kids.benetton.com

BENETTON KIDS COMMUNITY
**United Colors of Benetton launches a new
online community for children**

Ponzano, 14 May 2012 – Games, drawings, colour. Plus recipes, stories and fun galore for kids and parents: **Benetton Kids Community**, a special Benetton project, **is online**.

An international community which reaches out to children all over the world: **kids.benetton.com** is a magical, colourful space where children can share photos and drawings, play, read, express their creative vein or find lots of flavour-packed recipes prepared especially for them. A fantastic world where they can dream and become painters, chefs, photographers. Constantly updated games and content are a source of endless fun, alone or in the company of mum and dad.

UNITED COLORS
OF BENETTON.

Parents can sign up their children (maximum three) in a safe surfing environment where each participant has a personal profile to which photos, pictures and drawings can be added and shared online.

Content ranges from **drawings** to colour, organic **recipes** to make and enjoy with parents to **online games** like Memory, Puzzles, Spot the Difference to test players' memory and instinct. Not forgetting downloadable **wallpapers**, **fairytales**, **stories** and fun **frames** for decorating **photos**.

Much of the online content is original, the fruit of Benetton's collaboration with major publishing houses and children's animation firms. A guarantee of quality and trustworthiness to give children an active, stimulating and protected Internet space.

For more info:

Media

+39 0422 519036

kids.benetton.com

benettongroup.com/media-press

benetton.com