

GLOBAL
PARTNER

BOOTH 4775

Bella Sara by Hidden City Entertainment

www.bellasara.com



Bella Sara™ is a magical world of horses where girls can expand their imaginations through play. Originally launched in Denmark by Gitte Odder Braendgaard, Bella Sara™ inspires and empowers children globally with positive messages and the magic of North of North. First introduced to the North American market in 2007 by Hidden City Entertainment, Inc., Bella Sara™ quickly

expanded into an international children's entertainment property and has since broadened its family to over 30 licensees, global distribution, and over 6.3 million members.

Begin your journey into a magical world of horses with Bella Sara™, located at booth 4775.



The magical Bella Sara horses from North of North are intelligent and empowering. They come to our world to visit children who dream about them. Together, they form special bonds of friendship and are surrounded by positive messages and muse-like inspiration.

Bella Sara™ is about the connection and companionship between girls and horses. Be part of this magical story filled world with playful magical friends, people, new places and empowering horses. Start your journey into a magical world of horses with Bella Sara.



Discover the Connection! "Bella Sara helped build the foundation and expand my daughter's self esteem." Sharon, Mom of Jenny, Age 8. "Want to know how [to make a] Princess scream? It's opening...packs of Bella Sara cards." Rachel, Mom of Karisa, Age 6.

With more than 20 awards, Bella Sara™ is the perfect addition! Join the 6.3 million registered accounts at BellaSara.com. Over 150 million collectible cards sold worldwide, Bella Sara™ the number-one trading card property for girls. More than 65,000 points of sale and over 30 licensees.



About Hidden City Entertainment Inc.

Hidden City Entertainment Inc. develops brands to interactively engage all ages and is best known for its brand Bella Sara™, a mainstream international entertainment property for girls ages 5 and up. Select Bella Sara products contain secret codes unlocking a magical fun-filled virtual world at BellaSara.com. Its family of products includes trading cards, toys, books, DVDs, video games, arts and crafts, games and puzzles, apparel, back to school, and more.