

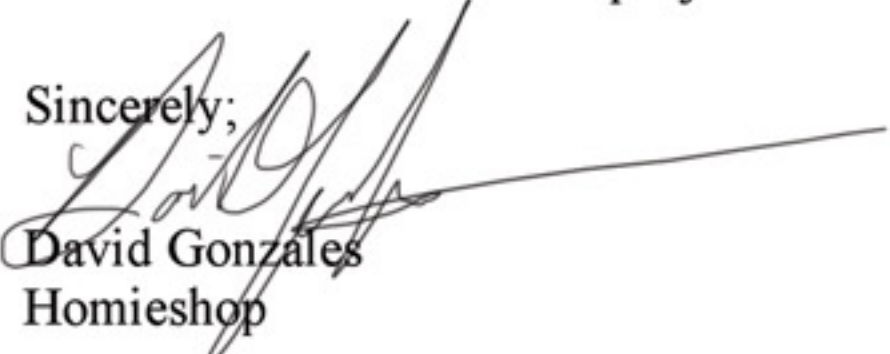


Growing up in the diverse communities of northern California, I've always enjoyed observing the people around me, whether it be at home, at parties, or on the road. This is the source of the inspiration for the 300 plus characters that I have released as toys. Worlds inhabited by Homies and Mijos, mobsters, rednecks, frogs, dogs, ultimate fighters and talking rats, have all existed in my head. As I create my characters, their stories flow from the images I have drawn, and I write them down. I find their place in the world they live in, and relate it to the other characters within it. As enjoyable a task and talent as that may be for me, it is what seems to amaze my toy collectors and fans, who have purchased over a 120 million of my figurines over the years.

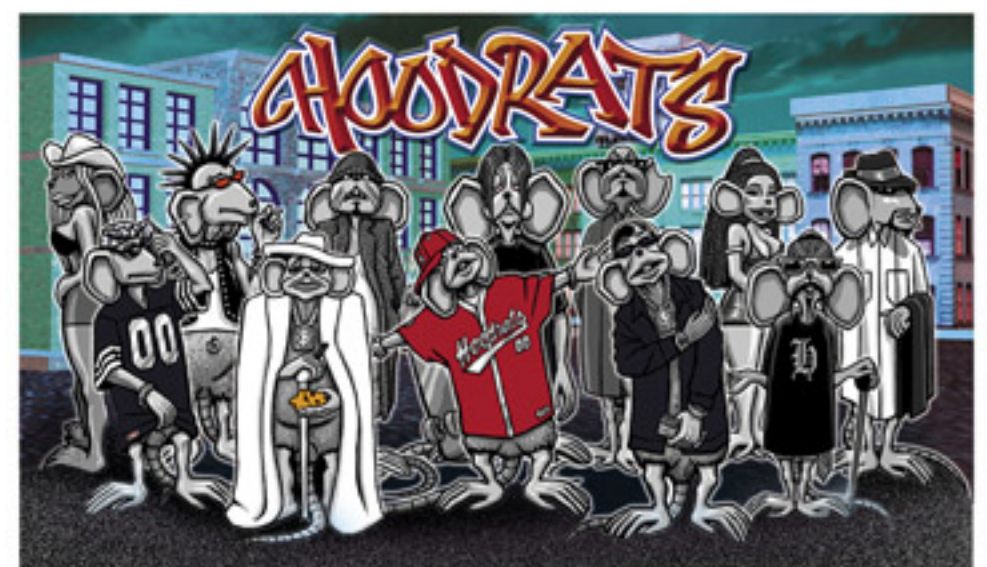
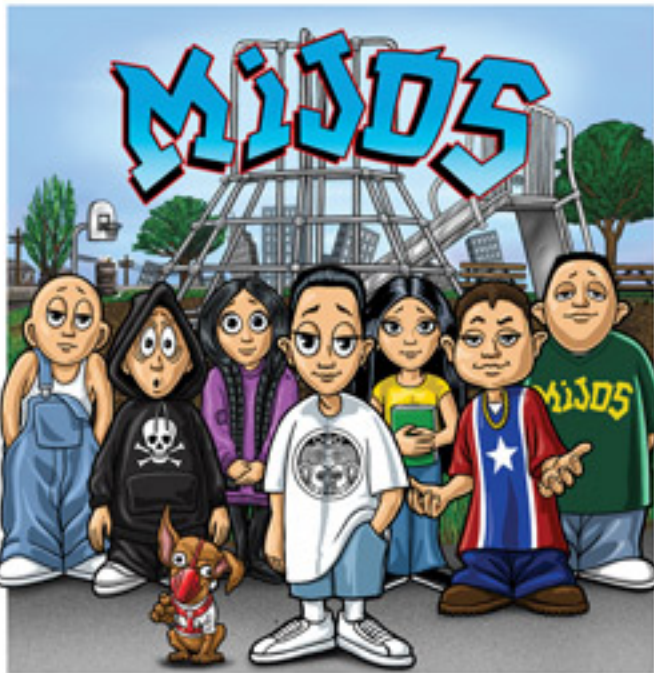
My goal is to take these characters and worlds, and bring them to Hollywood. By teaming with successful writers and producers, I can flesh out these characters and put them into universal themes and story situations that would provide many hours of quality animation entertainment for a ready audience. Maybe you are that studio executive that rolls the dice with me, and helps me create something special for your company.

Thanks for taking the time to view my press kit. I'd appreciate the opportunity to sit and discuss ideas for a project with you, and to bounce ideas with your creative team.

Sincerely,

  
David Gonzales  
Homieshop















# Hispanic<sup>®</sup> MAGAZINE

“Homies are still hot, and have moved beyond cult status. Sales of the colorful Mexican American figurines have reached 100 million.”

## Latina

“Meet the kids in David Gonzales’s neighborhood. MIJOS is the latest line of Latino figures from David Gonzales, a Mexican American graphic artist best known for the Homies.”

HISPANIC  
ENTERPRISE

“For the creator of the Homies, the world has become one big Barrio”.

LOWRIDER

The only thing these Homies are strapped with are huaraches, mad-doggers and thanks to the police, a bad name. So lighten up Mr. policia, after all they’re only plastic monitos.”

HispanicBusiness.com

“Homieshop is Americas most successful independent character art and merchandise licensing company focusing on the urban Latino market.”



THE ORANGE COUNTY  
**REGISTER**

“Supporters of the toys say they are harmless characters, slices of real life from the barrio.”

**The Sacramento Bee**

Mijos enjoy a street credibility you can't find on Sesame Street, and in a toy market that thrives on fantasy, the scrappy Mijos live in a bittersweet world, working toward a better life.”

**Arizona Daily Star**

“Kids are snapping up Homies. With more than 4 million sold they're clearly reaching mainstream audiences.”

**Tucson  
Citizen**

“Barrio Buddies making lots of friends. Local Latinos (and gringos) love to play with these well-recognized figures.”

**Austin American-Statesman**

“As the Homies collection has grown, fans have spread across gender age and race.”

**The Dallas Morning News**

“More than 1 million Homies Figurines have been sold in vending machines nationwide since they hit the market four months ago.”

**Oakland Tribune**

“The toy figures, hot collectables that have hit eBay and other national markets are Homies, the creation of artist David Gonzales.”

**ALBUQUERQUE JOURNAL**

“They've become a phenomenon not only in areas with significant Hispanic populations, but are collected by people of all ages across racial lines.”

**Seattle Post-Intelligencer**

“The toys have moved beyond cult status, and while their popularity has been established in the United States the Homies and Mijos are also the number 1 vending machine figure product in Canada.”



## CHICAGO **SUN-TIMES**

“Critics may differ, but Latino Collectors love “Homies.”

## THE WALL STREET JOURNAL.

“Mr. Gonzales is something of a star in the embattled toy industry, which is weathering a period of weak sales and retailer bankruptcies.”

## The Washington Post

“David Gonzales, is a Northern California Artist whose reputation on the West Coast is creeping east.”

## The New York Times

“Homies have become a phenomenon, finding a place in a postpolitically correct world in which racial and ethnic stereotypes are being embraced in a self-consciously humorous way precisely to subvert them.”

## **Rocky** Mountain News

“The Homies may well be the first toy of Hispanic origin to cross cultural, age and race boundaries.”

## The Atlanta Journal-Constitution

“They may be only 2 inches tall, but Mexican-American Homies rank high with Latino kids.”

## San Francisco Chronicle

“Homies go from figurines to branding phenomenon.”

## **NEWYORKPOST**

“Remember the Homies-the controversial ghetto-fabulous Latino dolls released back in 1999? Well, they’ve multiplied!”

## Iowa State Daily

“There may be those who would stick an exploitation label on these all-Latino Homies. It’s not. The difference is that each character is unique, showing many different sides of life.”



# Los Angeles Times

“By most accounts, Homies were the best character brand in vending machine history.”

# San Jose Mercury News

“Toys Break Barrio Barriers”

WEST CONTRA COSTA

# THE SUNDAY TIMES

East Bay artist expands his ethnic empire with multicultural dolls, a new book and an urban clothing brand.”

