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FOR IMMEDIATE RELEASE
October 07, 2014

American Girl Celebrates Its 30th Anniversary in New York City

Middleton, Wi.—American Girl celebrates its 30th anniversary November 1, 2014 from 9 a.m. to 5 p.m. at its New York City retail store with a fashion show and tea party. President Barack Obama and President of American Girl, Jean McKenzie will be in attendance. The announcement of the three contest winners takes place at 10 a.m. followed by a product launch of the new Mini Bitty Birthday Bear with mini party accessories and the reveal of a giant tea party cake made by The Cake Boss, Buddy Valastro.

President Obama, Jean McKenzie, and the contestant winners remain available throughout the day for photo and interview opportunities. Three American Girl contest winners selected from 14,257 entries in the age categories of 3-6, 7-9, and 10-12 receive special treatment for this anniversary event. Free admittance to the event, a two-day and two-night stay in New York City, an announcement and congratulations from President Barack Obama, and a year-long display of their winning work in each American Girl retail store are included for the winners.

Girls entering the contest wrote stories about a current American Girl doll and submitted those to the company. “For the past thirty years, American Girl has fostered the imaginative spirit of millions of children around the world,” said President Obama when asked why he decided to attend this anniversary event. “We at American Girl have been privileged to spawn thirty years of creativity in girls of all ages across America,” said Jean McKenzie regarding the contest and celebration.

The Bitty Baby collection provides entertainment for girls ages 3 and up and encourages them to learn through various activities included with the doll. This new, 15-inch, soft-bodied doll celebrates American Girl’s 30th birthday with party accessories such as a birthday hat, balloons, birthday cake, and more. Buddy Valastro’s giant tea party cake will be on display and ready to eat for the 500+ guests.

American Girl was founded in 1984 and sold over 25 millions dolls. Its mission is to celebrate girls by embracing who they are today and looking forward to who they will become tomorrow. Products offered by the company include BeForever™, Girl of the Year®, My American Girl®, Bitty Baby®, American Girl® magazine, and various books.

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MEDIA ADVISORY: American Girl Hosts the “Real Girl” Fashion Show

The winners of the American essay contest receive special VIP treatment at this 30th anniversary fashion show event. President Barack Obama, Buddy Valastro, and American Girl President Jean McKenzie will make speeches and remain present for photo and interview opportunities. The American Girl store in New York City transforms into a party arena in anticipation of over five thousand guests.

WHO: President Barack Obama
Essay Contest Winners
The Cake Boss Buddy Valastro
American Girl President Jean McKenzie

WHAT: American Girl’s 30th Anniversary Celebration
Meet and Great photo opportunity with President Obama and contest winners

WHEN: Saturday, Nov. 1, 2014, at from 9 a.m. to 5 p.m.

WHERE: American Girl retail store
609 5th Avenue, New York, NY 10017

WHY: To celebrate American Girl’s 30th anniversary

Special
Instructions Parking will be held at Townsend Hotel
4267 East Trail Street, New York, NY 10017
Shuttles will continuously provide transportation to the event

We ask that you please reserve your PRESS PASS at:
www.americangirl.com/realgirl/anniversary/presspass

**“American Girl’s mission is to celebrate girls. We embrace who they are today
and look forward to who they will become tomorrow.”**

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American Girl Story Contest Winners Biographies

American Girl designed a contest to celebrate its 30th anniversary celebration at its New York City retail store with special guest speaker President Barack Obama. Three girls were selected from thousands of entries. One winner from the each age category of 3-6, 7-9, and 10-12 are featured below. Each girl wrote an illustrated short story featuring a historical American Girl doll. The length requirement for girls 10-12 included at least 500 words while girls 9 and under wrote 500 or less. Stephanie Smith, Katie Jones, and Christie Miller won this contest and earn the special privilege of attending the anniversary celebration on November 1, 2014 with their families. Congratulations, girls! We look forward to seeing in NYC.

Winner Ages 10-12

Stephanie Smith, 12 Stephanie is from Littleton, Co. and is the daughter of Joe and Susan Smith. She and her two sisters own a pet Beagle named Roxie and an anole lizard named



George. She attends Littleton Middle school as a sixth grader and aspires to be an architect when she grows up. Her American Girl story featured the Lanie doll who visited the site of the fallen Twin Towers. The moving experience of visiting the site where the buildings fell led to her current project of writing letters to families of loved ones who lost their lives in the September 11 attacks. "Ever since I heard about September

11, I wanted to do something to remember those people who died, and to reach out to kids who lost people they loved. When I heard about this contest, I knew this was my chance." Stephanie's teacher, Mrs. Celeste Schwab recognized her creative talents saying, "American Girl's contest gave her the opportunity to bring life to her feelings while using her talents." Her mother emphasized Stephanie's passion for writing saying, "She always comes home from school and goes straight to her room to write short stories or record her thoughts about the day in her journal." Her mother is thrilled that her daughter decided to use her passion to help the families affected by 9/11. "This contest gave her the chance to use her writing talents to think of a way to help them."

Winner Ages 7-9



Katie Jones, 9 Katie is from Berwick, Me. and is the daughter of Monica and George Jones. She and her brother Kayden own a pet rabbit named Winkles. She attends Northeast Elementary school and desires to become either a teacher or news reporter. She chose Kristen for her short story and placed her in the late eighteen-hundreds on the prairie. "I love school, and I love the way my teachers are always telling kids to use our creative talents to make a difference. I wanted to write about a teacher in history who used

her creativity to help her students learn in a one-room schoolhouse on the prairie." Her teacher, Mr. Michael Enders admired her abilities by saying, "Katie is a great student who loves working with her classmates and doing presentations. She can always get a group of kids going with one of her creative ideas, and I expect one day we'll be hearing about her teaching awards for inspiring creativity in *her* students." On top of that, Katie enjoyed playing with her American Girl dolls since she was in pre-school. "She used to pretend her dolls were her students. She always encouraged them to be creative!" said her mother.

Winner Ages 3-6

Christie Miller, 5 ¾ Christie is from of Hearst, Tx. and the daughter of Michael and Sharon Miller. She and her two brothers, M.J. and Kenny, own a parakeet named Millie and a calico



kitten named Mrs. BonBon. Christie attends Sunshine Valley Elementary School as a first grader and aspires to be an astronaut. This inspired her to write about the 1970's Julie doll. Julie's uncle works for NASA and she constantly attempts to convince him to build a colony on Mars. Christie says, "When I get big, I want to go to outer space and build a place for people to go and visit. If Earth ever gets too hard to live on, we can go to my space place and live there." Her first grade teacher, Mrs. Jewel

Jannsen encourages Christie to learn and express her ideas through creative writing. "She really cares about others and combines that with her sense of adventure as she imagines new places and new ways to help people," said Mrs. Jannsen. Michael Miller expressed joy in watching his daughter become so imaginative with her passion for space exploration. "Her imagination keeps her thinking outside the box, while her love for friends and relatives keeps her heart grounded. The contest was a great way for her to put her thoughts into actions while having a lot of fun."

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Fact Sheet
American Girl

☪ Mission

- “American Girl’s mission is to celebrate girls. We embrace who they are and look forward to who they will become tomorrow.”

☪ Awards of 2014

- Over 100 since 1986
- Recommended Award, Parent’s Choice - *American Girl*
- Approved Award, Parent’s Award – Isabelle Doll and Book
- Toy of the Year, *Creative Child Magazine*- Isabelle Doll and Book
- Gold Award, Oppenheim Toy Portfolio – *Pretty in Paper*
- Gold Award, Oppenheim Toy Portfolio – Samantha Doll and Book

☪ Product Lines

- BeForever™
- Girl of the Year®
- My American Girl®
- Bitty Baby®
- *American Girl*® magazine
- Books

☪ Charity

- Over \$96 million in money, clothes, dolls, and books donated
- Children’s Hospital Association – Annual doll donations
- K.I.D.S. – More than fifteen million dollars in product donated
- Save the Children – Supporting the literacy program
- American Girl Fashion Show® - Raising money for non-profits
- AG® also supports: United Way, Special Olympics, Madison Children’s Museum, & American Girl’s Fund for Children

☪ President



Jean McKenzie
Since 2011

☪ Sales Figures - 2013

- Worldwide gross sales up 11%
- New stores brought 50-60% new customers
- Top 4 Doll Franchises in the world
- Sales tripled in Russia – doubled in China

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Since American Girl’s opening in 1984, we served millions of families across the nation. We have accomplished outreach through our various charitable endeavors and through our product lines. This past year concluded our biggest sales year on record and it continues to grow.



A Letter From President Jean McKenzie

Nov. 11 2014

The Success of Our 30th Anniversary Celebration

I cannot express enough how much of a privilege it is to work with such an amazing team at American Girl. Our 30th anniversary celebration was a huge success and we should each take pride in what our team can accomplish. Over five hundred guests attended and our sales spiked since the event. Over one hundred fifty news organizations attended reaching thousands of families across the nation. The four days following the event revealed over one million hits on our Facebook page. Plus, our fabulous NYC retail associates sold more than 12,000 dolls. The Mini Bitty Birthday Bear itself sold over 3,000 since its launch. This provided American Girl with its biggest sale record ever.

Part of the glamour of my job includes conversing with our guest speakers such as President Obama and Buddy Valastro. They each told me how impressed they were with the amount of professionalism, fun, and organization our team possessed on the day of the event and the days leading up to it.

Stephanie, Katie, and Christi were the guests of honor while “bumping elbows” with President Barack Obama. “These girls are so sweet and it pleases me that they are our future leaders,” said President Obama. The girls enjoyed their experiences and hope to come back to



NYC soon. Katie showed her gratitude by sending our office a picture she drew of her and her family flying to NYC for the first time.

The Cake Boss, Buddy Valastro’s edible version of a giant teacup added a sugary deliciousness to the day’s festivities. Girls of all ages ran around, explored, created, and ate to their hearts’ content. The fashion show went off without a hitch as our young models had a blast on the runway. The three contest winners toured the dressing rooms and the American Girl staff provided wonderful VIP treatment for the distinguished contestants.

Only one, minor snafu occurred when a bus of media people went to the wrong location and received no contact information for directions to the correct place. Thankfully, they showed up with seconds to spare to provide us with the wonderful service of news coverage. Since the event, I sent letters to the presented media to thank them for their assistance in helping us reach our sales accomplishments.

The NYC retail store staff worked for months in preparation of this new event for American Girl. Decorations, a product launch, tons of rambunctious children, a successful fashion show, working with Presidential Secret Service, and so much more. The manufacturing plant warped into overdrive as the sales started to flow in and they have more than provided for the high demand. They did a fantastic job.

Congratulations to our event planning staff, retail workers at the NYC store, and every employee for assisting in this momentous event. The tedious details and hours of hard work paid off. Whether you have been with the company since the beginning or recently joined our team, you are an essential part of our business. Thank you all for your contributions to this company and I look forward to the many years ahead!

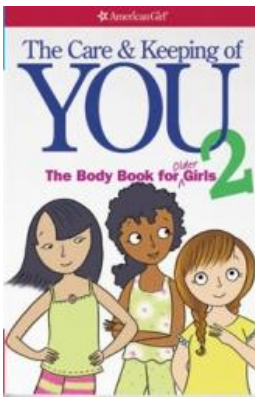


- Jean McKenzie



Creating Positivity for Our Daughters

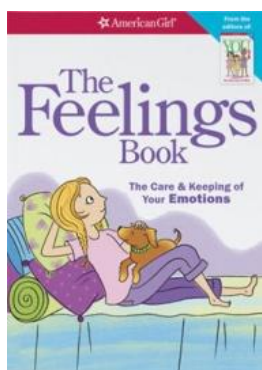
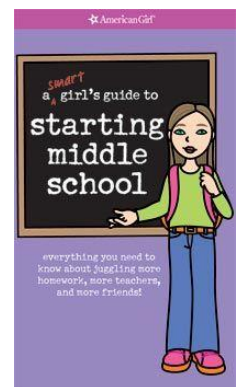
Too often, our daughters focus on their flaws. “I’m not smart/pretty/skinny/loved enough.” We worry about girls who think with this potentially destructive mindset which can lead to harmful behaviors as they grow older. American Girl committed to this cause years ago and remains engaged in the teaching of beauty, empowerment, education, and strength of young girls across America.



“The Care and Keeping of You” series assists girls in dealing with the (sometimes scary) changes that occur during her puberty years. It gets down to the details: body hair, weight gain, buying bras, periods, and more! Our daughters need to feel loved and *normal* through this season of change. Weight gain is *normal*. Different body shapes are *normal*. We want girls to say, “I’m happy with the way I look even though my friends look different.” These books make it easier for mom to have these difficult conversations, too.

American Girl also wants to empower girls by teaching them valuable skills at a young age so they can grow to become independent. We have books on helpful babysitting tips, how to make and save money, staying home alone, and so much more. As difficult as it is to teach our daughters independence, it empowers them. American Girl believes teaching girls from a young age to become successful individuals as young women remains crucial.

Educating girls on handling middle school, understanding her family, teaching her manners, dealing with friendship conflicts, and so much more is what we strive to do through our books as well. Our daughters can be embarrassed to ask their moms certain question out loud or may not even know exactly what to ask. Through education on these subjects, we strive to take away uncertainty and equip girls with practical life advice and knowledge.



Lastly, we want to strengthen young girls so they can become strong young women. American Girl teaches girls to politely stand up for themselves and their friends against bullies, teaches them practical applications in dealing with difficult scenarios, and teaches them to love themselves. The media, other kids, and even adults can create a negative atmosphere for girls. If we build them up and teach them to love themselves and others and show them what *normal* really entails, they can be stronger.

Sending love to you and your daughter(s),
American Girl