

“American Girl”
Tri-fold Brochure
Megan Anderson

PANEL 1

HEADLINE: American Girl & Children’s Miracle Network

VISUAL: *American Girl Logo*

SUBHEAD: Together we can change lives

PANEL 2

SUBHEAD: American Girl Gives Back !

COPY:

For the past 30 years, American Girl has worked hard to combat issues such as

- Illiteracy
- Poverty
- Homelessness
- Illness

So far we raised over \$100 million to help children but we strive to raise even more!

To celebrate our 30th anniversary, we began a partnership with Children’s Miracle Network (CMN).

SUBHEAD: Who is Children’s Miracle Network?

COPY:

CMN strives to support local hospitals through donations and raising awareness.

In 33 years CMN has raised over \$5 billion to help children’s hospitals

VISUAL: *Girl in hospital with American Girl doll*

PANEL 3

SUBHEAD: How You Can Support Us

COPY: American Girl launched the new product Little Bitty Miracle to celebrate the new partnership with CMN. This limited-edition bear will come with special birthday accessories.

Nov. 1, 2016, through Oct. 31, 2017, anyone can purchase this bear. The bear and accessories cost \$9.99 and 50 percent of all proceeds will go to CMN.

You can buy your own Little Bitty Miracle both American Girl’s website and CMN’s website as well as:

- Walmart
- Toys R Us
- Target

VISUAL: *Bitty Bear with accessories*

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PANEL 4

SUBHEAD: How We Are Helping

COPY: American Girl launched a brand-new program called Reading for a Purpose to further celebrate our 30th anniversary.

American Girl now sends employees twice a month during their typical work day to read and play with the children in local hospitals. The employees come ready! They bring American Girl books, toys and prizes for the kids.

The employees spend two hours in the hospital each time they visit. All employees that volunteer receive their regular salary.

VISUAL: *Picture of volunteer reading*

PANEL 5

SUBHEAD: Meet Our Champion, Ayden

COPY: Born as an extreme premature infant at just 25 weeks, Ayden stayed in the hospital for 515 days after his birth. After he finally went home, he still required around-the-clock treatment.

With the help of surgery and therapy, Ayden now flourishes!

CMN donations helped Ayden by paying for his nurses and a wheelchair that also holds his oxygen, ventilator and feeding tubes.

With your help, American Girl can help children just like Ayden!

VISUAL: *Picture of Ayden*

PANEL 6

SUBHEAD: Help Us Help Them!

VISUAL: *Child from CMN*

SUBHEAD: For More Information

COPY: American Girl:

Call 800-845-0005

Americangirl.com/CMN

Children's Miracle Network:

Call 801-214-7400

childrensmiraclenetworkhospitals.org

VISUAL: *American Girl logo, Children's Miracle Network*