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Fact Sheet

Mission

- American Girl's mission is to fuel belonging and connection among girls.

Leadership

- Pleasant Rowland, Founder
- Katy Dickson, President

History of American Girl

- **1989**- Founded by Pleasant Company
- **1992**-First issue of American Girl Magazine
- **1998**-Bought by Mattel
- **1999**- americangirl.com launched
- **2003**-American Girl Place flagship store opened in New York City
- **2004**-First film featuring American Girl Dolls

Recent Awards

- 2016 Silver Award
- 2016 Toy of the Year, Parent's Choice
- 2016 Approved Award Parent's Choice
- 2016 Parent's Choice, Creative Child Magazine
- 2016 Approved Award, Creative Child Magazine

Products

- BeForever™
- Girl of the Year™
- Truly Me™ dolls
- Bitty Baby™
- *American Girl*® magazine

Charitable Partnerships & Initiatives

- Detroit Community Support
- Children's Hospital Association
- K.I.D.S. (Kids in Distressed Situations)
- Save the Children
- United Way
- Special Olympics
- Madison Children's Museum
- American Girl Fashion Show
- American Girl's Fund for Children
- Product donations and community partnerships

Retail Store Locations

- Atlanta
- Boston
- Charlotte
- Chicago
- Columbus
- Dallas
- Denver
- Houston
- Kansas City
- Los Angeles
- Miami
- Minneapolis
- Nashville
- New York
- Orlando
- San Francisco Bay Area
- Seattle
- St. Louis
- Washington, D.C.