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### Media Advisory

#### American Girl Celebrates 30th Anniversary

American Girl marks its 30th anniversary with a yearlong celebration starting with a blowout party at the American Girl retail store in New York City on Saturday, Nov. 5, 2016, from 9 a.m. to 5 p.m. Events during the party include speeches from President Barack Obama and American Girl president Katy Dickson, distribution of anniversary products and announcement of History in the Making contest winners.

#### WHO:

- President Barack Obama
- American Girl president Katy Dickson
- History in the Making contest winners
- 7,000 guests

#### WHAT:

- Speeches from President Barack Obama and Katy Dickson
- Announcement of the three History in the Making winners
- Distribution of special anniversary products
- Debut of new attractions

#### WHEN:

- Saturday, Nov. 5, 2016, from 9 a.m. to 5 p.m.

#### WHERE:

- American Girl Place  
609 5th Ave  
New York, NY 10017

#### WHY:

- The blowout party commemorates American Girl's impact in young girls' life's within the past 30 years.

*Parking and media passes are available. Please contact Megan Anderson at (212)-434-3367.*