

American Girl®

CELEBRATES 30 YEARS WITH BLOWOUT PARTY

Volume 30/ Issue 5



New York City bustled with a new energy on the morning of Nov. 1, 2016. Girls and their

parents flooded Fifth Avenue to attend the American Girl 30th anniversary party. Exactly at 9 a.m., the doors opened and the crowd rushed to the girl's paradise of the American Girl retail store. Balloons, streamers, dolls and a huge birthday cake transformed the store into the birthday party of a young girl's dream.

President Barack Obama as well as his family attended the event. Malia and Sasha Obama spent their childhood playing with all the different dolls American Girl offers. Malia reminisced on "playing with the Samantha doll while Sasha played with

Kaya." Sasha commented, "American Girl has always been a huge part of my life, I do not think I have become the girl I am today without it. It is amazing to celebrate with a brand that has not only changed my life but millions of other girls."

Besides celebrating with his family, Obama delivered a speech on the accomplishments of American Girl. Obama said, "for the past 30 years, American Girl has fostered the imaginative spirit of millions of children around the world. We celebrate three decades of individual expression and creativity made possible by this dedicated company. Happy birthday to American Girl, and many, many more."

"Happy birthday to American Girl, and many, many, more"

Katy Dickson, president of American Girl since Feb. 2016, also expressed her pride in the company. She said, "We at American Girl have been privileged to spawn 30 years of creativity in children of all ages across the United States and around the world. We celebrate their accomplishments and commit ourselves to continuing our mission for another 30 years—and beyond. Thank you to all who celebrate with us today."

After Obama's speech, the winners of History in the Making were announced as honored guests by American Girl's president, Katy Dickson. The





contest inspired thousands of girls to create original illustrated stories featuring one of the many American Girl Dolls. Only three of the thousands of contestants won a trip to New York City because of their story.

Stephanie Smith, the winner of the 10- to 12-year-old category, attended the event with her parents and siblings. "I had so much fun at the party," Smith commented. "My favorite part was watching them hang up my story. I worked so hard on it and I'm happy other people will get to read it now." Smith and her family attended the meet and greet with President Obama. Smith's mother Susie said, "I can't believe President Obama came to celebrate! I love how much support he showed to the girls in our country."

Katie Jones, the winner of the 7- to 9-year-old category, traveled all the way from Maine to celebrate with American Girl and accept her prize. Jones said, "seeing the historical timeline was my favorite part because my favorite subject in school is history and I love learning about the different dolls."

The winner of the 3- to 6-year-old category, Christie Miller, flew from Texas with her parents. Miller said, "My favorite part was having a piece of the big birthday cake and getting a new Bitty Bear as the party favor." Miller, as well as all the guests,

received a limited addition anniversary Bitty Bear to celebrate.

Girls of all ages traveled the country to celebrate 30 years of American Girl. One guest, Amber Lynn, came all the way from South Carolina with her grandmother. Lynn said, "My grandmother bought me my first American Girl doll, Kit. Now every year my grandma will get me new doll clothes for my birthday." Her grandmother, Janet Lynn, said, "I love buying Amber American Girl dolls and accessories because they are more than toys. They teach her history and help her grow. It also is an activity we can do together. When I heard about this party we had to come. American Girl is a tradition for us and it always will be."

The guests once again flooded Fifth Avenue. They made their way to their cars, trains and hotel rooms. Although the party had to end, the energy surrounding American Girl remained. Happy birthday American Girl!





Wondering what you missed at our 30th anniversary? Read about it all here!

www.americangirl.com/news/30AG



Catch up with what you missed at our 30th anniversary!

www.americangirl.com/news/30AG