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News Release

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AMERICAN GIRL CELEBRATES 30th ANNIVERSARY

NEW YORK—American Girl marks its 30th anniversary with a yearlong celebration starting with at the American Girl retail store blowout party in New York City on Saturday, Nov. 5, 2016, from 9 a.m. to 5 p.m.

President Barack Obama and the American Girl president Katy Dickson will speak on the behalf of American Girl and its accomplishments. After the speeches, guests will have meet and greet opportunities with both President Obama and Katy Dickson. Announcement of the winners of the contest will take at the event as well.

Thousands of girls ages 3-12 entered the History in the Making contest, 1,000-word illustrated short story writing contest. The winners receive a two-day, all-expense paid trip to New York City with passes to visit all of the American Girl attractions. One girl from each of the three age categories will win the New York City trip. Their stories will have a permanent display in the retail store as well.

The unveiling of a brand new historical timeline featuring American Girl dolls located at the retail store in New York City will celebrate the anniversary. Debuting new products, such as a new Bitty's Mini Birthday Bear and mini party accessories, will commemorate the 30th anniversary. Guests at the blowout party will receive these new products as a gift.

American Girl wishes to inspire young girls to follow their dreams through products ranging from historical dolls to current magazines. American Girl's passion for serving girls goes farther than providing products. American Girls helps girl and families in need through charitable donations. For more information, please visit americangirls.com

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