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Sept. 27, 2016

Barbara Hoffman  
The New York Post  
1 City Hall  
New York, NY 10007

Dear Barbara Hoffman,

Ever since its founding 1986, American Girl has provided young girls creative outlets to express themselves. On Saturday, Nov. 5, 2016, celebrate American Girl's 30th anniversary with a huge blowout party at the New York City retail store.

The party begins at 9 a.m. and ends at 5 p.m. Honorary guests include President Barack Obama and the American Girl president Katy Dickson. Announcement of the three contest winners of History in the Making will take place at 10 a.m. Proceeding the announcement, Obama and Dickson will both give speeches. Guests will have the opportunity for interviews and photos with them. American Girl will also give all the guests limited-edition Bitty's Mini Birthday Bear as well as the birthday accessories.

Your readers will have a high interest in this event because of American Girl's effect in the community and the elite speakers in attendance.

Please contact me with any questions at (570) 434-3367 or at [megananderson@americangirl.com](mailto:megananderson@americangirl.com). I will contact you within the next two weeks to follow up. I look forward to hearing from you.

Sincerely,

Megan Anderson

PR Manager

**Email:** Celebrate American Girl's 30<sup>th</sup> anniversary on Nov. 5, 2016



Come celebrate our 30th anniversary with us on Nov. 5, 2016 from 9 a.m. to 5 p.m. at our NYC retail store! Hear from our special speakers including President Obama, and receive free gifts! #AGturns30



Come hang out with President Obama at our 30th anniversary at our NYC retail store! @BHoffman\_NYPost #AGturns30