

Celebrating 30 Years

As we wrap up our 30th anniversary year, we want to look back and remember our highlights. We accomplished a lot this year including a blowout birthday party in our New York retail store, held the "History in the Making" contest, partnered with The Children's Miracle Network and helped them build a new play lounge!



Birthday Party



History in the Making



Children's Miracle Network



Pediatric Play Lounge



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**We threw a
blowout party in
NYC. Check it out!**

Birthday Party



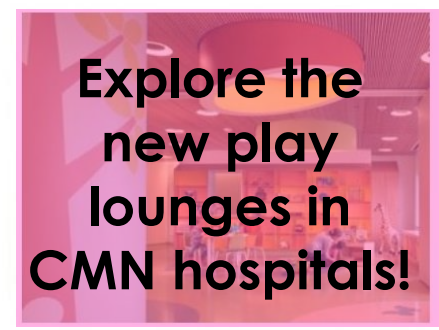
**Meet the three
winners of our
contest!**

History in the
Making



**Learn about how
we support
children across the
nation!**

Children's Miracle
Network



**Explore the
new play
lounges in
CMN hospitals!**

Pediatric Play
Lounge



HOME SHOP EXPLORE STORES PLAY

Celebrating in New York

We celebrated our anniversary on Saturday, Nov. 5, 2016, in style at our New York City retail store. Even President Barack Obama attended our party!

Our company president, Katy Dickson, spoke on behalf of the company. She also announced the three winners of the “History in the Making” contest.

All of the hundreds of fans who traveled the nation to celebrate with us received a limited-edition Birthday Bitty Bear with birthday accessories. You can buy these Bitty Bears only up until Oct. 31, 2017.

To get all the details on the party read our [newsletter](#).





HOME SHOP EXPLORE STORES PLAY

Meet Our Winners

In celebration of our 30th anniversary, the History in Making contest announced the winners! The contest required the contestants to write an original illustrated short story featuring an American Girl Doll. Out of 14,357 entries, one story from the age categories of 10-12, 7-9 and 3-6 won. Each winner received a two-day, all-expense paid trip to New York City. Their stories will have a permanent display in the New York retail store. Now let's meet our winners!



Stephanie Smith

12-year-old

Her story was inspired by her passion for helping families effected by 9/11. Smith featured the Lanie doll in her story.

Read full bio [here](#)



Katie Jones

9-year-old

She found inspiration for her story from her dream to become a teacher. In her story, the Kirsten doll works as a teacher.

Read full bio [here](#)



Christie Miller

5-year-old

She wants grow up and become an astronaut. This inspired her story that features the Julie doll.

Read full bio [here](#)



HOME SHOP EXPLORE STORES PLAY

Children's Miracle Network



To celebrate our 30th anniversary, we began a partnership with [Children's Miracle Network](#) (CMN). CMN strives to support local hospitals through donations and raising awareness. As our anniversary year comes to an end, we will continue our partnership.

You can still purchase a [Little Bitty Miracle](#) to help support CMN. It will no longer come in our anniversary colors, but instead in our original tan. The bear will also come with a packet that explains what we do to help CMN. The bear and informational packets costs \$9.99 and 50 percent of all proceeds will go to CMN.





HOME SHOP EXPLORE STORES PLAY

Pediatric Play Lounge

So far American Girl's partnership with CMN raised \$3.5 million for CMN during the anniversary year! We used \$50,000 to build a pediatric playhouse in the Children's Hospital of Wisconsin.

The play lounge has:

- Children-friendly furniture
- Toys, including the full line of American Girl dolls
- Entertainment systems
- A kitchenette for light meal preparation
- Alcoves to give privacy to families



American Girl will continue the ["miracle" program](#) to raise enough money to build more play lounges. Each year, five CMN hospitals will receive \$50,000 to build or upgrade their lounges. American Girl employees will also continue volunteering at CMN hospitals beyond the anniversary year to show our commitment to CMN.

Take a virtual tour of the lounge [here](#)