



FACT SHEET: American Girl

August 10, 2009 – Wayne, PA – The Saturday Club is pleased to host its 8th Annual American Girl Fashion Show[®] weekend on March 6 and 7, 2010 at The Desmond in Malvern, Pennsylvania. Since 1992, American Girl Fashion Shows around the country have raised \$23 million for children's charities. The Saturday Club has raised over \$600,000 since the first show weekend in 2003, making it one of the largest and most successful shows of its kind in the country.

The widespread appeal of the American Girl brand of dolls and fashions is translated into an entertaining and educational event for fans to enjoy with their families and friends. The American Girl brand also appeals to parents. The dolls, fashions, books, and magazine give modern girls with wholesome images and role models to admire and emulate. The American Girl dolls provide a fun way to learn about the life and times of girls living in different periods of our country's history.

From Kaya[®], a Native American girl growing up in 1764, to Julie[®], a girl growing up in San Francisco during the 1970's, and the newest historical character, Rebecca Rubin[®], a Russian-Jewish girl growing up in New York City in 1914, the stories of these girls teach life lessons and values about family and friends and the importance of good character, compassion, responsibility, and forgiveness. Girls learn through playing with the dolls and reading the books how growing up as a girl in America in the past was different and yet remains the same today.

The American Girl characters also include contemporary Girl of the Year[®] dolls, offered on a limited annual basis, that have a diverse range of personalities, backgrounds, and lifestyles. The Girl of the Year for 2010 has not yet been revealed, but she will be an important part of the fashion show.

The company also offers Just Like You[®] dolls available in different combinations of skin tones, facial features, hair color, and eye color; reflecting the diversity of American girls today. The Bitty Baby[®] and Bitty Twins[®] collections are also available for children ages 3 and up. In addition to the books for the historical character dolls, the company publishes advice and activity books including the popular *The Care & Keeping of You: The Body Book for Girls* and the monthly *American Girl*[®] magazine.

American Girl's mission to create girls of strong character is achieved through its products and its commitment to children's charities. The American Fashion Show is a fun event, but it also introduces and reinforces the concept of charity for both guests and models. The commitment of time required to participate as a model for the fashion shows teaches the young girls about giving, helping to shape their futures as women volunteers and philanthropists.