

“Make A Little Bitty Miracle”

6-panel C-fold Brochure

American Girl

PANEL 1

HEADLINE: MAKE A LITTLE BITTY MIRACLE TODAY

VISUAL: American Girl stars

SUBHEAD: Bring birthday happiness to all children.

PANEL 2

SUBHEAD: AMERICAN GIRL CELEBRATES

COPY: American Girl celebrates 30 years of spreading love, compassion, and inspiration to children by creating a special anniversary edition of Mini Bitty Bear. This bear’s sales help raise awareness and funds for many children in need of extra happiness. Partnered with Children’s Miracle Network, American Girl can spread the birthday cheer.

SUBHEAD: CHILDREN’S MIRACLE NETWORK

COPY: With...

- More than 10 million kids entering a hospital every year
- 170 participating member hospitals
- 32 million childhood treatments each year

Children’s Miracle Network Hospitals aim to help families afford the care their children need.

VISUAL: American girl dolls in birthday apparel

PANEL 3

HEADLINE: IT’S A LITTLE BITTY MIRACLE

VISUAL: Mini Bitty Bear

COPY: With birthday party accessories, get ready to celebrate with this special addition of Mini Bitty Bear.

- Anniversary edition of Mini Bitty Bear costs \$9.99
- 50% of purchases go toward Children’s Miracle Network

-MORE-

In honor of the 30th birthday of American Girl, this offer runs from Nov. 1, 2018, to Oct. 31, 2019. With your help and purchase of Mini Bitty Bear and birthday accessories, spread smiles to more children.

Get your Mini Bitty Bear today!

PANEL 4:

SUBHEAD: SPREADING HAPPINESS

COPY: Join the American Girl and Children's Miracle Network team by purchasing a Mini Bitty Bear in the following locations:

- Target
- Walmart
- Toys R Us
- American Girl Place
- www.americangirl.com

Fulfilling the promise to donate bears, patients at different Children's Miracle Network Hospitals enjoy playing with the anniversary collection. American Girl employees also pledge to volunteer hours every week and read Beforever™ books to patients.

Help American Girl to take the next step and celebrate with all children.

VISUAL: patient of Children's Miracle Network

PANEL 5:

SUBHEAD: MEET A CHAMPION

COPY: Meet Corbin, a silly 13-year-old and the champion for Pennsylvania. Corbin entered the world with a life-threatening hernia. His organs traveled to his chest, causing malformations in his heart and lungs. Surviving an important, life-saving surgery, Corbin now lives happy and healthy.

Because of Children's Miracle Network, Corbin received the care he needed. By participating in American Girl's Little Bitty Miracle, you, too, can help children like Corbin.

-MORE-

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VISUAL: picture of Corbin

PANEL 6:

SUBHEAD: BUY A BEAR, SUPPORT A CHILD.

VISUAL: child with a bear

SUBHEAD: CONTACT US

COPY: 8400 Fairway Place
Middleton, WI 53562
U.S.A
877-247-5223
www.americangirl.com

VISUAL: logo of American Girl

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