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From ▾

[Rhafner@americangirl.com](mailto:Rhafner@americangirl.com)

To...

[therealdaytime@wb.com](mailto:therealdaytime@wb.com)

Cc...

Subject

American Girl Announces Big 30<sup>th</sup> Birthday Celebration

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Dear Rachel Miskowiec:

Celebrating 30 years of body positivity and dreaming big, American Girl will hold a birthday event in its New York retail location. On Saturday, Nov. 3, 2018, from 9 a.m. to 5 p.m., the company will kick off its year of celebration with a massive party. A brand new, birthday-themed Bitty Baby line and a special contest for children will attract the attention of parents and little girls everywhere. American Girl positively impacts childhood and the process of parenting. With The Real's cast of outspoken hosts that remain true to themselves, American Girl would love for them to cover its 30 year birthday celebration.

Families across the nation continue to value American Girl's purpose for the past 30 years. The company creates not only dolls, but role models. The party will include guest speaker U.S. President Donald Trump, a birthday tea party cake and the unveiling of a brand-new product. A special birthday-themed Bitty Baby will hit the shelves as part of the year of celebration. The exciting [Tell Their Story contest](#) invites children of three different age categories to write and illustrate a story about their favorite historical doll. The winners will receive a trip to New York and have their creation displayed in the city's popular store.

In a world where women place too much pressure on themselves and receive much criticism, American Girl strives to encourage the next generation of women to keep confident. Since 1986, American Girl inspires girls of all ages to love themselves, emphasizing the importance of kindness, compassion and courage. You can reach me at (123)-456-7889 or [Rhafner@americangirl.com](mailto:Rhafner@americangirl.com). I will follow up on the coverage next week. Thank you for your consideration.

Sincerely,

Rachel Hafner

Director of Communication

American Girl Inc.

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@TheRealDaytime American Girl celebrates 30 years of inspiration! Cover our special party.  
[www.americangirl.com/birthday](http://www.americangirl.com/birthday) #30years #inspiringgirls