



CONTACT:
Rachel Hafner, Director of Communication
(123) 456-7889
Rhafner@americangirl.com

8400 Fairway Place
Middleton, WI 53562
(877) 247-5223
americangirl.com

FACT SHEET

Company Mission

- Helping girls become the best version of themselves
- Encouraging childhood enjoyment through fun and play
- Celebrating girls and their bright futures
- Teaching valuable lessons through inspiring characters and stories

Important Dates

- Established in 1986 under the name Pleasant Company
- Chicago opened the first American Girl Place retail store in 1998
- Pleasant Company renamed to American Girl Inc. in 2004

Product Lines

- BeForever™ – signature line of historical dolls representing stories of America’s past
- Girl of the Year® – contemporary doll line that reflects different interests and issues of today
- Truly Me™ – dolls uniquely designed by the customer
- Bitty Baby® – high quality baby doll that promotes nurturing play
- Books – offering a variety of advice and help for girls through every stage of life
- Wellie Wishers™ – five characters discovering friendship, life and empathy

Company Facts

- Katy Dickson serves as the current company president
- Headquarters located in Middleton, Wisconsin
- 21 store locations, including the Middle East and Canada
- 2018 Girl of the Year, Luciana, won three awards
 - Parents’ Choice Approved Award
 - Creative Child Magazine Product of the Year Award
 - National Parenting Product Award
- Over \$125 million in cash and products donated to children’s charities across the nation
- Since 1986, over 32 million American Girl dolls sold
- Produces the largest toy consumer catalogue
- American Girl’s original historical doll line included Samantha, Molly and Kirsten

###

