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American Girl Announces 30th Birthday Party

NEW YORK – Celebrating its upcoming 30th anniversary, American Girl plans to throw a massive birthday party. The gathering will take place in the New York store location on Saturday, Nov. 3, 2018. From 9 a.m. to 5 p.m., children, parents and fans can plan to enjoy a day of celebrating the many years of American Girl’s inspiration to young girls.

Though the 30th celebration will continue throughout the year, this special birthday bash will include cake, special favors, and the announcement of contest winners. The Tell Their Story contest allows children in three different age categories to write and illustrate their own stories about a historic American Girl doll of their choosing. The company received 14,357 submissions and will name the winners at 10 a.m. on the day of the event. Following the awarding, special guest U.S. President Donald Trump and company President Katy Dickson will speak. American Girl will encourage photo opportunities throughout the party.

“For the past 30 years, American Girl has fostered the imaginative spirit of millions of children around the world,” says Trump. “We celebrate three decades of individual expression and creativity made possible by this dedicated company. Happy birthday to American Girl, and many, many more.”

As part of the important celebration, American Girl will unveil a limited-time product line focusing on the birthday theme. This line features American Girl: Bitty Baby’s Mini Birthday Bear with mini party accessories, including cake, presents and balloons. The party location will also showcase an interactive exhibit focusing on the historical American Girl dolls and their place in United States history. Guests joining the store’s event will receive a slice of the celebratory tea party cake and a favor package containing a new product from the limited-time birthday line.

“We at American Girl have been privileged to spawn 30 years of creativity in children of all ages across the United States and around the world,” says Dickson. “We celebrate their accomplishments and commit ourselves to continuing our mission for another 30 years—and beyond. Thank you to all who celebrate with us today.”

American Girl focuses on teaching girls to embrace who they are and believe in themselves, with the mission of building girls of strong character. Product lines including Beforever™, Bitty Baby®, Truly Me™ and Wellie Wishers™ span across the nation, also reaching Canada and Mexico. For more information, contact Rachel Hafner at Rhafner@americangirl.com.

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