

# American Girl®



News that Sparkles



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## Candles Blown and Wishes Made: American Girl Celebrates 30 Years

Almost as busy as the city itself, the American Girl Place in New York buzzed with over 5,000 guests on Nov. 3, 2018. Young stars and their parents alike flooded the brightly decorated store as the doors opened at 9 a.m. Pink star balloons adorned the place and outlined the way to the café, where the enormous tea party birthday cake awaited. Already full of sparkle, the event began.

The grand announcement of the winners for the Tell Her Story contest kicked off the day. This contest showcased the talents of children across several age ranges, showing their creativity through writing and illustration.

In case you missed it, Christie Miller, 5, won for the 3-6 category, Katie Jones, 9, won for the 7-9 category and Stephanie Smith, 12, won for the 10-12 category. All three age groups had tough competition with 14,357 total entries. The three winners walked on the stage to accept their awards and take a picture with special guests, American Girl President Katy Dickson and U.S. President Donald Trump.

The winners received a two-day, two-night stay in New York, including passes for local

city attractions. The winning creations now permanently reside in New York for all to visit.

After the awarding excitement, Dickson took to the stage. She exclaimed, “Nothing could make me happier, than standing here today with you all and admiring 30 years of inspiration and hard work. Congratulations, American Girl!”



Soon after, Trump offered words of wisdom. “Though right now they are the dreamers,” says Trump, “in the future, they will be the leaders.” Encouraging young minds to become the stars they desire, the speakers filled the room with words of inspiration and admiration.

The rest of the day sparkled just as brightly as the morning. American Girl continued to wow its guests with announcements and

specials. On the bottom floor, next to the BeForever™ doll displays, American Girl installed an interactive United States historical timeline for children to explore. Opened only for the anniversary year, the exhibit features all the original, historical American Girl dolls.

Perhaps the most exciting unveiling of the day involved the new product line. Focusing on the birthday theme, American Girl: Bitty Baby's Mini Birthday Bear with mini party accessories has hit the shelves of American Girl stores spanning the country. Every guest took home a gift package that included a product from the special 30<sup>th</sup> anniversary inspired line.



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Attendees enjoyed guest speakers, thrilling announcements, unique displays and brand-new products, but a birthday celebration

does not feel complete without a cake. The day concluded with the cutting of the impressive and enchanting tea party cake, created just for American Girl's birthday. After a long celebration, the store's doors closed at 5 p.m.



If you could not make it to the birthday event, stop by the store to see the contest displays, interactive exhibit and new Bitty Baby birthday product line! You can also check out the online photo gallery from the event on the company's website. American Girl hopes to make this 30<sup>th</sup> year one full of inspiration and sparkle.





What went down at the AG birthday event? Read to find out!  
[www.americangirl.com/newsletter/2018\\_issue10](http://www.americangirl.com/newsletter/2018_issue10) #celebrate30



The newest edition of American Girl's News that Sparkles came out! Featuring an update on the 30<sup>th</sup> Anniversary Birthday Party. Check it out: [www.americangirl.com/newsletter/2018\\_issue10](http://www.americangirl.com/newsletter/2018_issue10) #celebrate30

