



May 31, 2013

Celebrate Creativity, Reading, and Fun This Summer with American Girl

—American Girl Stores are the Summer Destination for Girls and Their Families—

MIDDLETON, Wis.--(BUSINESS WIRE)-- American Girl—one of the top experiential retail and tourist destinations in the country—is *the* place to celebrate all the things girls love to do during the summer months. From June 1 through August 31, all 15 American Girl locations nationwide will host a variety of limited-time, family-friendly events and experiences to inspire creativity and create unforgettable summer memories for girls and their families and friends.



[American Girl Retail Stores: The Summer Destination!](#)

- **Saige in the Spotlight Movie-Viewing Event**—On Friday, June 28, American Girl stores will present an exclusive premiere of *An American Girl: Saige Paints the Sky*, starring newcomer Sidney Fullmer as Saige and Jane Seymour as Saige's grandmother. Girls in attendance will be among the first to see the new movie based on Saige's stories before its DVD release on July 2. They'll also participate in free craft activities and bring home a special goody bag as a memento of their experience.
- **Saige's Art Event with Crayola® Model Magic®**—American Girl has teamed up with Crayola, maker of innovative art tools, crafting activities, and creative toys for children, for Saige's Art Event with Crayola® Model Magic®. Starting June 6 and running on Thursdays at American Girl stores throughout the summer, girls ages 8 and up can use the Crayola® Model Magic® modeling compound to create a colorful hot-air balloon inspired by Saige's stories.
- **Beyond Events & Activities**—Summer visitors to American Girl stores can also enter to win the American Girl & Crayola Experience Sweepstakes, enjoy a "Summer Fun" smoothie in the American Girl Cafe, and visit the Doll Hair Salon for a summer-exclusive hairdo to keep girls' favorite dolls looking their best.

In addition, American Girl is encouraging girls to keep their reading skills sharp while school is out this summer with its **Read-a-palooza** summer reading program. At American Girl's retail stores nationwide, girls can find inspiration and explore the world of books with Read-a-palooza events all summer long. In-store activities include author appearances by American Girl's beloved authors, a free bookmark craft, and activities inspired by American

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Girl's popular historical and Girl of the Year characters. At home, girls can visit americangirl.com/reading, where they can download free reading-related content, such as American Girl book excerpts, word searches, and crossword puzzles, plus test their historical-character knowledge with a trivia challenge.

To further emphasize the importance of reading and to help a great cause during the Read-a-palooza campaign, American Girl is partnering with Save the Children's U.S. literacy program. From **May 1 through August 26, 2013**, \$1 of every book purchased through American Girl channels (up to a maximum of \$100,000) will support Save the Children's efforts to raise literacy rates in impoverished communities by providing basic education and equipping schools and teachers with reading materials.

To learn more about American Girl's summer events and experiences, to make reservations, or to plan a visit to an American Girl retail store, visit americangirl.com or call **877-247-5223**.

About American Girl

American Girl Brands is a wholly owned subsidiary of Mattel, (NASDAQ:MAT, www.mattel.com), the world's leading toy company. Since American Girl's inception in 1986, the company has devoted its entire business to celebrating the potential of girls ages 3 to 12. American Girl encourages girls to dream, to grow, to aspire, to create, and to imagine through a wide range of engaging and insightful books, age-appropriate and educational products, and unforgettable experiences. In meeting its mission with a vigilant eye toward quality and service, American Girl has earned the loyal following of millions of girls and the praise and trust of parents and educators. To learn more about American Girl or to request a free catalogue, call **1-800-845-0005**, or visit www.americangirl.com.

About Crayola

Crayola LLC, based in Easton, Pa. and a subsidiary of Hallmark Inc., is the worldwide leader in children's creative expression products. Known for the iconic Crayola crayon first introduced in 1903, the Crayola brand has grown into a portfolio of innovative art tools, crafting activities and creativity toys that offer children innovative new ways to use color to create everything imaginable. Consumers can find the wide array of Crayola products in the "Crayola Aisle" at all major retailers. For more information visit www.crayola.com or join the conversation at [Facebook.com/Crayola](https://www.facebook.com/Crayola).

About Save the Children

Save the Children's U.S. Programs work to break the cycle of poverty and improve the lives of children by ensuring they have the resources they need—access to a quality education, healthy foods, and opportunities to grow and develop in a nurturing environment. When disasters like hurricanes and wildfires strike, Save the Children is among the first on the ground ensuring the needs of children are being met.

Save the Children's early childhood education, literacy, physical activity and nutrition, and emergency response programs reached more than 147,000 children and families in the United States last year alone. For more information, visit www.savethechildren.org/usa.

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Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20130531005110/en/>

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