



November 24, 2014

## American Girl Announces "Share the Wonder of the Holidays" Giving Campaign

**—Beloved Brand Pledges Nearly \$3 Million in American Girl Dolls to Children's Hospital Association in Unprecedented Holiday Charitable Initiative—**

MIDDLETON, Wis.--(BUSINESS WIRE)-- American Girl today announced an unprecedented charitable giving program to benefit children in hospitals across the country during the 2014 holiday season. Beginning today through December 18, 2014, American Girl will match any doll purchase made online, in-store, or via phone with an 18-inch doll donation (up to 1,000 dolls each day) as part of its 2014 "Share the Wonder of the Holidays" giving campaign. Working with the Children's Hospital Association, the donation—worth nearly \$3 million in retail value—will help bring comfort and cheer to thousands of young girls receiving care in any of the Association's 200 U.S. member hospitals.



"This holiday, we know millions of girls will experience the joy that comes with the gift of an American Girl doll. We want to share the magic and emotion of that event with even more girls—especially those who could use some extra cheer in their lives," said Jean McKenzie, president of American Girl. "Through our partnership with the Children's Hospital Association, we're delighted to give thousands of deserving girls across America the opportunity to find a special friend in one of our dolls and help create a cherished holiday moment."

"Children's hospitals are unique community resources, distinctly qualified to care for children. This generous donation will bring joy to thousands of patients receiving care in children's hospitals during the holiday season," said Amy Knight, chief operating officer at Children's Hospital Association.

To further celebrate the excitement of giving and receiving American Girl this season, fans can share pictures and videos of their unforgettable American Girl moments—from unwrapping gifts on Christmas morning to celebrating a birthday or visiting a store—on Facebook, Instagram or Twitter using the hashtag #Joy2EveryGirl.

American Girl has a long-standing commitment to helping children and families in need. The company is proud to support a wide range of causes and issues affecting millions of individuals, and works with leading charitable organizations to help make the world a brighter place. To learn more about American Girl's 2014 "Share the Wonder of the Holidays" campaign, visit [americangirl.com](http://americangirl.com), or find us on Facebook [facebook.com/americangirl](https://www.facebook.com/americangirl), Pinterest <http://www.pinterest.com/agofficial/>, or Instagram <http://instagram.com/americangirlbrand>.

The Samantha doll from American Girl's BeForever line of historical dolls, books, and accessories. (Photo: Business Wire)

### **ABOUT AMERICAN GIRL**

American Girl is a premium brand for girls and a wholly owned subsidiary of Mattel, Inc. (NASDAQ:MAT, [www.mattel.com](http://www.mattel.com)). The Mattel family of companies is the worldwide leader in the design, manufacture and marketing of toys and family products. Since its inception in 1986, American Girl has been devoted to celebrating girls ages 3 to 12 through high-quality dolls and accessories, books, clothes, movies, and unforgettable experiences. Best-selling lines include BeForever™, My American Girl® Girl of the Year®, and Bitty Baby®. Headquartered in Middleton, WI, the company's products are sold exclusively through its award-winning catalogue, on [americangirl.com](http://americangirl.com), and in its experiential retail stores. By inspiring girls to be their best, American Girl has earned the loyalty of millions of girls and the praise and trust of parents and educators. To request a free American Girl catalogue, call **1-800-845-0005**.

### **ABOUT CHILDREN'S HOSPITAL ASSOCIATION**

Children's Hospital Association advances child health through innovation in the quality, cost and delivery of care. Representing more than 220 children's hospitals, the Association is the voice of children's hospitals nationally. The Association champions public policies that enable hospitals to better serve children, and is the premier resource for pediatric data and analytics driving clinical and operational performance of members hospitals.

MAT-AG

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20141124005041/en/>

American Girl

Julie Parks, 608.830.4631

[julie.parks@americangirl.com](mailto:julie.parks@americangirl.com)

or

Children's Hospital Association

Norrida Torriente, (202) 753-5359

[norrida.torriente@childrenshospitals.org](mailto:norrida.torriente@childrenshospitals.org)

Source: American Girl

News Provided by Acquire Media