



JUNIOR LEAGUE OF MINNEAPOLIS

Women building better communities®

For Immediate Release

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Celebrating a Decade of American Girl Fashion

Now Accepting Model Applications for the Tenth Annual American Girl Fashion Show

MINNEAPOLIS, MN (February 1, 2011) – The Junior League of Minneapolis (JLM) is pleased to announce its 10th Annual American Girl Fashion Show® March 4-6th, 2011 at the Edina Country Club.

Since 2001, the JLM has provided local girls the opportunity to dress in the latest American Girl historical and contemporary fashion with matching dolls. The JLM recruits 300 girls ages 5-12 to fill 47 spots in one of six shows including a VIP show featuring dinner, a raffle, souvenir prizes and giveaways. Each show features 47 outfits from the American Girl Fashion lines including Kaya, Kit, Ruthie, Julie, Addy and 2010's girl of the year Kanani.

The JLM recently expanded the show to invite guest models to participate. A small entrance fee allows each model to walk away with an American Girl t-shirt or shirt for her doll. The JLM is currently recruiting models in the Minneapolis community with an application deadline of February 27.

The American Girl Fashion Show is open to the public and is a great way for girls and their families, friends and favorite dolls to spend time together and view the historical clothing from American Girl characters of yesterday and today.

Thirty volunteer JLM members have coordinated over a span of eight months to organize logistics, recruit models, secure raffle items and finalize promotions.

"This is a large-scale event that we want to be a truly enjoyable experience for both the models and their parents," said Elizabeth Bahra, American Girl Co-Chair. "The many months of preparation are more than worth it when we see what a great time all of the girls have—and all for a great cause!"

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It's an opportunity of a lifetime to showcase beloved dolls and matching outfits in the fashion show for family, friends and the Minneapolis community. In its tenth year, the American Girl Fashion Show has become a JLM fundraising event favorite.

The American Girl Fashion Show would not be possible without American Girl Programs, Inc. American Girl Programs, Inc. offers nonprofit organizations a fashion show event that leverages the widespread appeal of the American Girl brand to raise funds for children's charities. Since 1992, these fundraising events have raised \$23 million nationwide.

"In working with American Girl Programs, Inc., the Junior League of Minneapolis engages families throughout the Twin Cities community to celebrate the girls in our lives of yesterday and today while raising funds important to the health of our growing organization that serves thousands of people in our community each year. With the money raised during our American Girl Fashion Show weekend, the over 800 members of the Junior League of Minneapolis can continue their work, including reducing the achievement gap, combating childhood obesity and connecting families through literacy," said Sarah Borchers, JLM President.

Model applications and tickets are available at www.jlminneapolis.org or by emailing americangirlfs@jlminneapolis.org for more information. The deadline to apply as a model is February 27, 2011.

About the Junior League of Minneapolis

The Junior League of Minneapolis (JLM) is a nonprofit organization made up of women committed to promoting voluntarism, developing the potential of women and improving the community through the effective action and leadership of trained volunteers. Established in 1923, the JLM continues to develop projects to fill needs within the Minneapolis community. Past projects include helping to found the Greater Minneapolis Crisis Nursery, Free Arts Minnesota and the Jeremiah Program. Current projects address issues from hunger to nutrition to literacy.

The Junior League of Minneapolis reaches out to women of all races, religions, and national origins who demonstrate an interest in and commitment to voluntarism. For more information please visit www.jlminneapolis.org.

American Girl Fashion Show

Dates: March 4-6, 2011

Times: Friday night at 6 p.m.; Saturday at 10 a.m., 2 p.m. and 6 p.m.; Sunday at 10 a.m. and 2 p.m.

Cost: Tickets for the VIP and anniversary shows are \$60 and include two raffle tickets and dinner. The remainder of the weekend includes four additional shows on Saturday and Sunday with tickets starting at \$45.

Location: Edina Country Club

Tickets are available online at www.JLMinneapolis.org

About American Girl

American Girl is one of the nation's top direct marketers, children's publishers and experiential retailers. American Girl Programs is proud to partner with nonprofit organizations to present Fashion Show events to raise funds for children's charities. As part of the company's ongoing

commitment to “celebrate girls,” American Girl events have generated millions of dollars for worthwhile causes nationwide.

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