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FOR IMMEDIATE RELEASE

Madison Children's Museum presents its first American Girl Fashion Show

Three-day event scheduled for July 16, 17 and 18 at Madison Marriott West

MADISON, Wis. (April 13, 2010) — Madison Children's Museum invites girls, along with their friends and families, to experience the American Girl Fashion Show on Friday, July 16; Saturday, July 17; and Sunday, July 18, at the Madison Marriott West, 1313 John Q Hammons Drive, Middleton. This fun, engaging program showcases historical and contemporary fashions for girls and their dolls. Proceeds from the event will benefit Madison Children's Museum. Show hours for each day are Friday at 6 p.m., Saturday at 3 p.m. and Sunday at 11 a.m.

The fashions will be presented by 75 local models, while lively commentary, music and decorations will create a memorable experience for those in attendance. Audiences will delight in historical clothing, from daywear to sleepwear to special-occasion fashions that resemble what popular American Girl characters Kaya, Felicity, Josefina, Addy, Rebecca, Kit, Molly and Julie might have worn. Contemporary "Just like You" outfits for older girls and sweet Bitty Baby fashions for little ones complete the program.

The event also includes a macaroni and cheese bar, refreshments, party favors, child and doll photo opportunities (\$5 fee), a raffle and door prizes. Tickets are \$25 per person. To purchase them or for more information, please call 608.256.6445, ext. 222, or visit MadisonChildrensMuseum.org.

About American Girl: American Girl is one of the nation's top direct marketers, children's publishers and experimental 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 Programs' events have generated millions of dollars for worthwhile causes nationwide.

About Madison Children's Museum: Madison Children's Museum (MCM) is an award-winning organization which fosters family and community connections, and provides a place where every child can learn through play in an interactive environment. MCM's hands-on exhibits and programs celebrate and encourage children's imaginations and the power of play as the cornerstone of learning.

The museum moved out of its facility at 100 State Street on Jan. 4 and is preparing for the opening of its new facility at 100 N. Hamilton Street on the north corner of the Capitol Square. It will reopen August 14 with plenty of new, exciting exhibits along with some favorites from the previous location. While the museum is closed, go to MadisonChildrensMuseum.org for a schedule of Road Show events, sponsored by Target.

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