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FOR IMMEDIATE RELEASE

24th Annual American Girl Benefit Sale July 16-17

MADISON, Wis. (Monday, July 11, 2011) — The American Girl Benefit Sale for Madison Children's Museum & American Girl's Fund for Children is quickly approaching! This year's two-day sale is on Saturday and Sunday, July 16–17, at the Benefit Sale Warehouse, 8830 N. Greenview Drive, Middleton.

Donated American Girl overstock and returned merchandise will be sold at a discounted rate in what is Madison Children's Museum's biggest fundraising event. In the past, the event has drawn in customers from all over the country. The featured item for sale this year is the 2010 Girl of the Year, Lanie. Other items for purchase include iconic American Girl historical dolls, doll accessories, and books.

Tickets for the Saturday sale are sold out. Tickets are required but are free for the Sunday sale, which runs from 8 a.m.–noon. It is open to the public, and tickets will be issued beginning at 6 a.m. Sunday on a first-come, first-served basis. Admission and purchase of merchandise will continue while supplies last. All merchandise remaining after Saturday will be marked down for Sunday's sale.

The proceeds from this exciting event support the exhibits and programs of the nonprofit Madison Children's Museum and American Girl's Fund for Children, which provides services and support to the children of Dane County. Over the past 24 years, the museum and American Girl have together raised more than \$14 million. A dedicated corps of museum volunteers work year-round to prepare for the sale, which generates a significant portion of the museum's annual operating budget.

Concessions will be available for purchase, and a Craft Sale will take place outside the warehouse. A variety of handmade doll clothing and accessories will be on display.

For more information, including a list of available merchandise and sale regulations, visit MadisonChildrensMuseum.org. Children age 3 and under are not permitted to enter the sale.

Madison Children's Museum: Madison Children's Museum (MCM) is an award-winning organization whose hands-on exhibits and programs celebrate and encourage children's imaginations and the power of play as the cornerstone of learning. For more about MCM, including a fact sheet and detailed exhibit descriptions, please visit <http://www.madisonchildrensmuseum.org/about-mcm/newsroom/>. To download photos for media use, please visit our Flickr page at <http://www.flickr.com/mcmmarketing>.

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