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MEDIA ADVISORY

Tickets Still Available for American Girl Fashion Show Hosted by Madison Children's Museum

MADISON, Wis. (July 6, 2010) – Madison Children's Museum will host a three-day American Girl Fashion Show July 16-18 in Middleton, Wis. This fun, engaging program will showcase historical and contemporary fashions for girls and their dolls. Proceeds from the event will benefit Madison Children's Museum as it prepares for its grand opening on Aug. 14.

WHAT: American Girl Fashion Show, hosted by Madison Children's Museum

WHEN: 6 p.m. Friday, July 16; 3 p.m. Saturday, July 17; and 11 a.m. Sunday, July 18

WHERE: Madison Marriott West, 1313 John Q Hammons Drive, Middleton

COST: \$25 per ticket

NOTE: Media are permitted to take photographs or video at any of the three shows. Please e-mail amertz@madisonchildrensmuseum.org if you are planning coverage.

To start the show, 75 local models will wear clothing similar to what popular American Girl historical characters might have worn. Contemporary "Just like You" outfits for older girls and sweet Bitty Baby fashions for little ones will complete the program. The event will also include lively commentary, music, photo opportunities, refreshments, and raffle and door prizes.

To purchase tickets, visit MadisonChildrensMuseum.org or call 608.256.6445, ext. 222. Sponsors include the Gialamas Company, Woodman's Food Markets, and Pellitteri Waste Systems.

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.

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 former facility at 100 State Street on Jan. 4 and is preparing for its reopening in a new, permanent home 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. Visit our website for more information.