



September 4, 2012

## American Girl Debuts New Historical Character, Caroline Abbott, Who Helps Her Family and Her Country During the War of 1812

—As America Celebrates Bicentennial of the Second War for Independence, Caroline Inspires Today's Girls with Stories of Courage and Kindness—

MIDDLETON, Wis.--(BUSINESS WIRE)-- This September—200 years after America secured its standing as a truly independent nation—American Girl's newest historical character, [Caroline Abbott](#), shows girls today how to stay steady and believe in themselves during difficult times. Caroline, an independent and adventurous nine-year-old girl whose story is set near Lake Ontario during the War of 1812, learns to face her most challenging moments using her heart as her compass. Going above and beyond to help those around her, Caroline gives of herself without expecting anything in return—becoming the kind of real everyday hero that any girl can be.



Living with her family in Sackets Harbor, New York, Caroline loves sailing with her shipbuilder father, and she even dreams of captaining her own ship one day. But after British sailors capture her father and cousin, Caroline does her best to keep the promise she makes to her father to stay steady and ride storms through to better weather. In the end, Caroline finds—and proves—her own steadiness and strength as she navigates the challenges of wartime.

"Our newest historical character, Caroline, is a brave, independent girl who teaches girls today that they can navigate life's challenges by staying strong, making good decisions, and taking action," says Jean McKenzie, executive vice president of American Girl. "We know our fans will be inspired by the stories of Caroline, who shows girls that they can set their own course to help make changes for the greater good."

Caroline launches with six historical books written by author and social historian Kathleen Ernst. The book series includes *Meet Caroline*, *Caroline's Secret Message*, *A Surprise for Caroline*, *Caroline Takes a Chance*, *Caroline's Battle*, and *Changes for Caroline*; a beautiful, 18-inch Caroline doll featuring butter blonde hair and light blue eyes; and an array of historically accurate clothes and accessories that represent Caroline's time period.

To celebrate the bravery and kindness of girls today, American Girl is also launching ***Caroline's Share the Hero in You*** video contest. Starting September 4 through October 31, 2012, girls are invited to create and submit a video clip (up to 60 seconds) about a time when they felt like an everyday hero. The video can be shared online at

The new Caroline historical doll from American Girl. (Photo: Business Wire)

[americangirl.com/playcaroline](http://americangirl.com/playcaroline). Six video finalists will be selected by American Girl based on creativity, originality, visual appeal, and best use of the heroism theme. Then, starting November 5, American Girl fans can vote online for their favorite video finalist. The grand-prize winner will receive a trip for four to Washington D.C. to visit the American Girl store; a visit to the Smithsonian's National Museum of American History with VIP treatment to learn more about Caroline's era; and a Caroline doll, accessories, and six-book set. Visit [americangirl.com/playcaroline](http://americangirl.com/playcaroline) for complete details.

Girls can also discover more about the new character at American Girl retail stores through free Caroline-related launch events (September 4, 8, and 9), which include giveaways, crafts, and an in-store patriotic sing-along. Caroline events will continue at American Girl stores through the end of the year. For schools and book clubs, a free downloadable Learning Guide, exploring

themes and issues from Caroline's stories, is also available at [americangirl.com](http://americangirl.com).

Caroline is the thirteenth heroine to join American Girl's family of historical characters growing up in important times in America's past, from 1764 to 1974. The Caroline doll, books, and accessories will be available on September 4, 2012, through American Girl's catalogue, at [americangirl.com](http://americangirl.com), and at American Girl retail locations. To request a free catalogue, call **1-800-845-0005**.

### **About American Girl**

American Girl Brands is a wholly owned subsidiary of Mattel, (NASDAQ:MAT)([www.mattel.com](http://www.mattel.com)), the world's leading toy company. Since American Girl's inception in 1986, the company has devoted its entire business to celebrating the potential of girls ages 3 to 12. American Girl encourages girls to dream, to grow, to aspire, to create, and to imagine through a wide range of engaging and insightful books, age-appropriate and educational products, and unforgettable experiences. In meeting its mission with a vigilant eye toward quality and service, American Girl has earned the loyal following of millions of girls and the praise and trust of parents and educators. To learn more about American Girl or to request a free catalogue, call **1-800-845-0005**, or visit [www.americangirl.com](http://www.americangirl.com).

MAT-AG

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=50393174&lang=en>

### **American Girl**

**Stephanie Spanos, 608-830-4496**

[stephanie.spanos@americangirl.com](mailto:stephanie.spanos@americangirl.com)

Source: American Girl

News Provided by Acquire Media