



American Girl's National "Stop the Bullying" Day Encourages Girls to Make the World a Kinder, Safer Place for All

MIDDLETON, Wis., Apr 30, 2009 (BUSINESS WIRE) -- On **Friday, May 1, 2009**, thousands of girls across the country will stand up and speak out against bullying as part of American Girl's national **Stop the Bullying Day**. Inspired by American Girl's 2009 Girl of the Year Chrissa, Stop the Bullying Day will celebrate kindness and friendship, while giving girls the skills to deal with bullying and bossiness in a positive way. Stop the Bullying Day events will take place nationwide at American Girl retail locations in Atlanta, Boston, Chicago, Dallas, Los Angeles, Minneapolis, and New York. Select schools and community groups are also joining in the effort, including Kappa Delta, a national sorority with over 200,000 members, that will host over 60 events with local Girl Scout troops throughout the U.S.

Stop the Bullying Day events will include a 30-minute program based on American Girl's advice book, *Stand Up for Yourself & Your Friends* written by clinical social worker Patti Criswell. The facilitated program will take participants through engaging lessons and activities to help them identify and stand up to bullying. After the program, attendees will sign American Girl's anti-bullying pledge--promising to stand strong, speak out, and be a good friend--as well as participate in fun craft activities and receive free souvenirs that serve as powerful reminders to put an end to bullying.

B-roll footage of this event is available for downlink at the following times and coordinates: **Thursday, April 30 at 3-3:30p.m. EDT** and **Friday, May 1 at 7-7:30a.m. and 11-11:30p.m. EDT.**

Gal 3C/21C

36 mhz (analog)

4120 Horz

Help line: 612.330.2771

About American Girl

American Girl Brands, LLC, is a wholly owned subsidiary of Mattel, Inc. (NYSE:MAT)(www.mattel.com). Since 1986, the company has devoted its entire business to celebrating 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 insightful books, age-appropriate and educational products, and unforgettable experiences. To learn more about American Girl or to request a free catalogue, call **1-800-845-0005** or visit www.americangirl.com.

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