Pleasant Rowland takes a trip to Colonial Williamsburg in the mid-1980s. She is inspired by the "living history" of the setting. Later, seeking dolls as a gift, she sees that there are very few dolls marketed as companions to a girl or focusing on girlhood.



The American Girl line launches with three Historical Characters: Kirsten Larson, Samantha Parkington, and Molly McIntire. Each doll is launched with the first three books in her series and the clothing and accessories that accompany the stories. The products are only available via mail order.

The 'Dress Like Your Doll' line is released, allowing a young girl to wear outfits similar to the doll's historical clothing.



Our New Baby line is launched. School Desks are released for Molly, Samantha, and Kirsten.

Felicity Merriman is released Fall 1991. The second half of Felicity's collection is released in 1992. American Girl Magazine is launched. Dolls sent in to the American Girl Hospital began to be returned with hospital gowns and



Addy Walker is released Fall 1993. In 1994 The second half of Addy's collection is released. Theater, craft, and cookbooks are released for each character.

American Girl of **Today line** is released on **1995**. Our New Baby is rereleased as Bitty Baby. **1996** is the **Ten-year**





Josefina Montoya is released Fall 1997. In 1998 The second half of Josefina's collection is released. American Girl Place opens in Chicago, IL. Ms. Rowland sells the company to Mattel for 700 million dollars. American Girl of Today line renamed American Girl



Kit Kittredge is released Fall 2000 with her first three books and accompanying clothing and accessories.

Ms. Rowland steps down and the company is now referred to as American Girl and wholly owned by Mattel. American Girl Minis are launched.

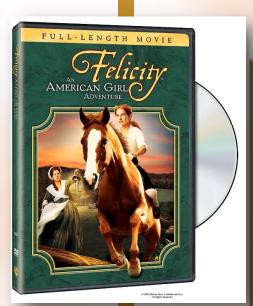


Lindsey Bergman, is released Summer 2001. Kaya'aton'my is released Fall 2002. She is billed as the First American Girl, as is her right as a Native person. Felicity was removed from catalogs with Kaya's release. Lindsey is discontinued at the end of 2002. Girls of Many Lands are launched with the first five dolls.



In 2003 Kailey Hopkins, the second Girl of the Year, is released. Hopscotch Hill School, a line of dolls and books for 4-to-6-year-olds, is launched. American Girl Place is opened in New York City. In 2004 Pleasant Company officially renamed American Girl. Samantha: An American Girl Holiday debuts on the WB. Simultaneously, movie items are released. The first Best Friend, Nellie O'Malley, is released, originally intended as a limited edition. The new American Girl Club is released.

In 2005 Marisol Luna, the third Girl of the Year, is released. Felicity: An American Girl Adventure debuts on the WB. Elizabeth Cole, the second Best Friend, is released. In 2006 American Girl Place in Los Angeles, CA is opened. Molly: An American Girl on the Home Front debuts on the Disney Channel and is simultaneously released on DVD.





In 2007 American Girl Boutique and Bistros are opened in Dallas, TX and Atlanta, GA. Julie Albright is released Fall 2007 with all her books and several items. Simultaneously, her best friend, Ivy Ling, is released. In 2008 an American Girl is released in theatres.





Lanie Holland, the eighth Girl of the Year, is released. Kirsten Larson is officially archived, only her mini doll and books remain available for purchase. Rebecca's summer collection is released. American Girl Boutique and Bistros open in Denver, CO, and Kansas City, KS. Just Like You is renamed My American Girl with the launch of Innerstar University. Felicity Merriman and Elizabeth Cole are the next Historical Character and Best Friend Character to be archived.

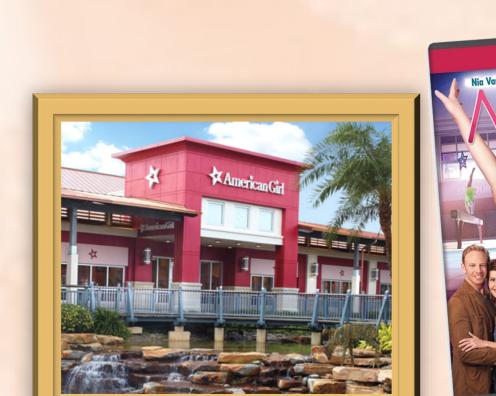






Kanani Akina, the ninth Girl of the Year, is released. Twenty-fifth year anniversary. Special limited edition Mini Dolls are released along with deluxe DVDs of the American Girl Movies for Samantha, Felicity, Molly, and Kit.Felicity Merriman and Elizabeth Cole are officially archived, only the mini dolls, movie, and books remain available for purchase. American Girl Boutiques and Bistros open in Washington, DC, and Seattle, WA. Two new Historical Characters, Marie-Grace Gardner and Cécile Rey, are

McKenna Brooks, the tenth Girl of the Year, is released. Summer outfits for Cécile and Marie-Grace are released, as well some accessory sets and furniture for a limited time. American Girl Boutiques and Bistros open in St. Louis, MO, Houston, TX, and Miami, FL. McKenna Shoots for the Stars is released on DVD first and later airs on NBC. A new Historical Character, Caroline Abbott, was released.





released. American Girl Boutiques and Bistros open in Columbus, OH, and San Francisco, CA. Molly McIntire and Emily Bennett are the next Historical and Best Friend Characters to be archived. Saige Paints the Sky is released on DVD first and later airs on NBC.









Grace Thomas, the thirteenth Girl of the Year, is released. Caroline Abbott is announced to be the next Historical Character to be archived since the BeForever revamp. My American Girl is renamed to Truly Me. American Girl Boutiques and Bistros open in Nashville, TN, and Scottsdale, AZ. A new Historical Character, Maryellen Larkin, is released exclusively for the BeForever lineup.

Until Today, a total of 35 American Girl Stores are around the world. 3 American Girl Places, 17 Boutiques and Bistros, 7 Temporary Boutiques & 8 Specialty Boutiques.

