



29TH ANNUAL AMERICAN GIRL BENEFIT SALE

for Madison Children's Museum & American Girl's Fund for Children

Benefit Sale Warehouse * 8830 N. Greenview Drive * Middleton, WI 53562

SATURDAY, JULY 16 * 7 A.M.-3 P.M. & SUNDAY, JULY 17 * 8 A.M.-NOON

PRESIDENT'S MESSAGE

Thank you for being a part of a long tradition!

We're so happy to have you join us for the 29th American Girl Benefit Sale. For 29 years this exciting event has provided some of the best deals in the nation on beloved American Girl dolls and their beautiful accessories. Because of the generosity and commitment made to Madison Children's Museum by Pleasant Rowland, Mattel and the many volunteers, your purchases and "round up" donations make it possible for all children, regardless of their ability to pay, to enjoy the museum and to learn through play. I invite you to visit Madison Children's Museum and see first-hand what your contributions bring to Madison and Dane County.

Happy Shopping!

— *Deb Gilpin, President & CEO*

P.S.: The children's museum is located at 100 N. Hamilton Street in Madison and is open 9:30 a.m.-5 p.m. daily. See you there.

BENEFIT SALE REGULATIONS

- Each shopper may enter the sale just one time.
- For safety reasons, children ages 3 and under (including infants) are not admitted.
- Merchandise limits are on a per-person basis, not per ticket. We reserve the right to limit purchase quantities. These will be posted on the merchandise tables.
- No merchandise is staggered or held back.
- No wheeled devices (strollers, wagons, or wheeled luggage) are allowed in the warehouse. Mobility devices are allowed for those with disabilities.
- Current, valid disability parking permit must be displayed for disabled parking.
- There are NO returns. Items are refurbished returns and overstock, and sold as is.
- Madison Children's Museum does not ship, hold, or accept telephone orders.
- We accept cash, MasterCard, Visa, American Express, Discover, and debit cards.
- Smoking is not allowed in the warehouse or on the grounds.
- Attendees may be photographed or videotaped and consent to use of their image for promotional purposes.
- Please DO NOT contact American Girl regarding this sale.

ROUND UP YOUR PURCHASE

Please round up your purchase to help raise funds for our Access for Everyone program, which allows all visitors, regardless of disability or financial hardship, to visit the museum. Last year, more than \$3,500 was raised to benefit this program. Overall, the sale grossed over \$900,00 to benefit the museum and dozens of other nonprofits serving area children and families.

RAFFLES WHILE YOU WAIT!

Saturday, 7 a.m. – 1:30 p.m.

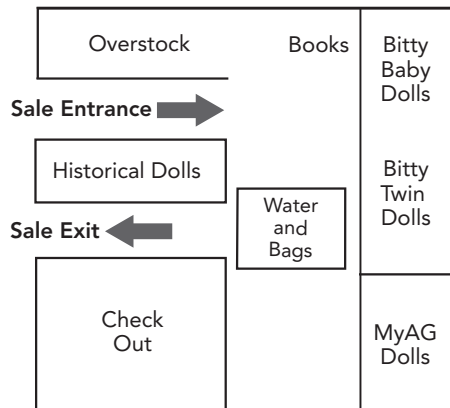
Enter a drawing to win American Girl items and 7 a.m. tickets for our 2017 sale. **Tickets: \$1 each and \$20 for an arm's length.**

In the line-up tent, BUY raffle board spaces (**\$10 each**) for a chance to win a Pleasant Company **Bitty Baby doll signed by Pleasant Rowland.** Proceeds benefit MCM.

Madison Children's Museum shopping bags available! \$5 each, cash only.

SPECIAL THANKS TO OUR WONDERFUL SUPPORTERS

WHERE TO FIND IT AT THE SALE



American Girl, LLC
American Girl Benefit Sale Crafters
American Girl Benefit Sale Volunteers
Bagels Forever
Capitol Ice Arena
Cress Funeral Home
The Coliseum Bar & Banquet
Collectivo

The Great Dane Pub & Brewing Co., Inc.
Graebel Moving
Home Works Remodeling
Hy Cite Enterprises
Mattel Toy Store
Middleton Tourism Commission
Middleton Power Center

The North Central Group
Metcalfe's
Panera Bread
PDI
Pepsi-Cola of Madison
The Roman Candle Pizzeria
Sam's Club
Scott's Pastry Shoppe
Joyce Siefering
Linda & Michael Slepica

Spectrum Brands
Spreckers
Standard Process
Steep & Brew
Sysco Foods
Toby's Supper Club
Mary Updike
UW Provisions
Vortex Optics
Whole Foods Market
Wilderness Resort

NOTE: Lea Clark, the current Girl of the Year, is NOT available at the Benefit Sale.

Use the coupon on the back of your ticket for a discount at the Mattel Toy Store!

Madison Children's Museum shares sale proceeds with:



PRICING & LIMITS

DOLLS

Bitty Baby or Twin (Limit 1)	\$40
Caroline (Limit 1)	\$100
Truly Me (Limit 8)	\$57.50
Historical (Limit 1)	\$75
Girl of the Year (Limit 3)	
Isabelle	\$99.98
Grace	\$99.98
Corolle (Limit 1)	price as marked

BITTY BABY

Argyle Dress	\$16
Bitty Twins Starter Set	\$65
Hole in One Outfit	\$14
Starry Front Carrier	\$12

Sugar and Spice Outfit	\$12
Sunny Fun Outfit	\$12

TRULY ME

Accent Braid Headbands	\$3
Be Myself Outfit	\$24
Coconut Cutie Outfit	22
Double Bow Dress	\$20
Inner Star You Necklace	\$3
Joyful Jewels Outfit	\$16
Lilac Dress	\$12
Santa Dress	\$10
School Striped Outfit	\$18
Shimmer Doodle Outfit	\$20
Sparkly Skating Outfit	\$30
True Spirit Outfit	\$6

ACCESSORIES & MORE

Corgi Puppy (Limit 1)	\$12
Dining Table and Chairs	\$70
Hair Care Kit	\$12
Hair Style Set	\$22
Sleepover Tent	\$60
Style Chair	\$40

HISTORICAL COLLECTION

Caroline's Fancy Blue Dress	\$22
Ivy's Accessories	\$8
Rebecca's Purple Meet Jacket	\$5
Samantha's Bicycling Outfit	\$22
Samantha's Flower Picking Outfit	\$24
Samantha's Holiday Set	\$42

FOR GIRLS

Fair Isle PJ's	\$15
Floral Swimsuit	\$16

BOOKS

Bitty Baby Books	\$8
Craft Kits	\$10
Girl of the Year Books	\$4
Historical Books	\$3
Paper Dolls	\$3

Too many other items to list!

OTHER LIMITS

Bitty Baby Outfit	(Limit 4)
Bitty Baby Accessories	(Limit 1)
Corolle Outfits or Accessories	(Limit 1)
Historical Outfits	(Limit 1)
(Unlimited Rebecca jackets, Ivy accessories)	
Truly Me Accessories	(Limit 1)
Truly Me Outfits	(Limit 3)

PURCHASER AGREES NOT TO RESELL ITEMS PURCHASED AT THE AMERICAN GIRL BENEFIT SALE

SUNDAY'S MARKDOWN SALE!

The warehouse opens Sunday at 9 a.m. Free tickets will be distributed on a first-come, first-served basis starting at 8 a.m. Available merchandise and prices will be posted at MadisonChildrensMuseum.org on Saturday evening. **NO OVERNIGHT CAMPING ALLOWED ON-SITE OR IN THE BUSINESS PARK.**

SHUTTLE BUSES

Routes run from hotels in Greenway Station to the warehouse and through downtown Middleton with stops at the Hy Cite Corporation, Capitol Ice Arena, The Roman Candle Pizzeria and the Mattel Toy Store. Shuttle buses run on Saturday from 6:30 a.m.–4 p.m.

SILENT AUCTION

HISTORICAL COLLECTION

Addy Doll & Special Outfit
Caroline Skiff
Cecile Doll & Parlor Outfit
Cecile Doll In Special Outfit
Elizabeth Meet Outfit & Bedding & Tea Outfit
Felicity Carriage, Palomino Horse & Riding Outfit
Felicity Meet Outfit & Partial Tea Set (Teapot & 2 Cups)
Josefina Heirloom Accessories, Josefina's Mini Doll, Josefina Birthday Dishes
Julie Meet Outfit, Julie Accessories, Julie Pet Walking Set, Julie PJs
Kirsten Friendship Quilt & Quilt Kit, St. Lucia Tray
Kirsten Meet Outfit with Accessories
Kirsten Skates & Sweater with Snowshoes/Socks
Kit Holiday Outfit & Produce/Preserves & Holiday Baking Set
Kit's Nightstand
Marie Grace Dog Argos, Chrissa Wrap Dress, Mia Bedroom Accessories, Ruthie Accessories
Marie Grace Doll in Special Outfit
Molly Doll with Story Collection

Molly Meet Outfit & Story Collection
Molly Winter Skate Outfit & Swim Suit Outfit & Roller Skates
Molly Yellow Bed & Bedding
Rebecca's Sideboard
Ruthie Doll, Accessories & Satin PJs

BITTY BABY

Bitty Baby Ballerina Nightgown, Lullaby Lantern, Wrap Blanket
Bitty Baby Basics, Sparkle Sweetie Outfit, Little Hearts
Bitty Baby Blue Dress For Girl & Doll with Baby Book
Bitty Baby Darling Dots Outfit, Twinkle Party Outfit, Oaks & Acorn Dress, Camo Jumper
Bitty Baby Gingham Party Dress, Prairie Dress, Prairie Tunic Outfit
Bitty Baby Kitchen, BB Twins, Grocery Set
Bitty Baby Signed Doll
Bitty Baby Single Stroller & Doll
Bitty Baby Snow & Sweet Pjs with Red & Blue Soccer Outfits
Bitty Baby Starter Set & Doll
Bitty Baby Twin Dolls with Bitty Twin Starter Set
Bitty Baby Twinkle Party Dress, Tiny Toile Dress

GIRL OF THE YEAR

Grace Doll & Accessories
Jess Meet Outfit & PJs

Kailey Boogie Board, Accessories (No Frisbee), Wetsuit & Snorkel Set
Kanani Lounge Chair & Accessories
Lanie Hammock, Garden Outfit, and Nature Set
Lindsey Laptop, & Scooter Set
Mia Purple Ice Skates, 2-in-1 Skate Outfit & Practice Outfit
Saige Meet Outfit, Accessories & Picnic Set

ACCESSORIES & MORE

2-in-1 Surf Swimsuit, Coconut PJs & Genie Costume
Brocade Holiday Outfit, Earrings, Photographer Outfit & Reindeer PJs
Camping Chair, Cozy Sleepover Set & Fresh/Fun Outfit
Campus Cheer Outfit, Everyday Play Outfit, Recital Outfit
Coconut Fun Outfit, Basketball Outfit, Sweet Savannah Outfit
Computer Desk, Chair, Sweet School Outfit & Violin
Feeling Great Outfit, Bowling Team Outfit, Yoga Outfit
Hair Care Kit, Hairstyle Helper, Dot Cami & Briefs, Casual Chic Outfit
Honey Dog, Pet Travel Carrier, Spiky Collar/Leash & Grooming Tub
Jewel Highlights, Braid Clips, Chic Bun, Blue Glasses, Sticker/Charm Set, 4 Plate/cups

Meatloaf Dog, Pet Travel Carrier & Pet Rain Gear
Pepper Dog, Pet Camping Outfit, Sport Pet Outfit
Rosy Red Outfit & Cozy Sweater Outfit & Snow Flurry Outfit
Skate Boarding Outfit, Ruffled Hoodie Outfit, Sports Top with Briefs
Soft As Snow Outfit, Snow Board with Gear & Knit Accessories
Sweater Coat Outfit, Butterfly Garden PJs & Weekend Fun Outfit
Winter Wonder Outfit, Snowy Dreams PJs, Prairie Tunic Outfit, Corduroy Dress
Yupik, Girl Of Many Lands with Display Case

EXPERIENCES

7 a.m. Saturday 2017 Tickets & Hotel Stay
7 a.m. Saturday 2017 Tickets & Preferred Parking
8 a.m. Sunday 2017 Tickets (Numbers 1 & 2)
AG Place Experience
MCM Birthday Party
MCM Family Plus Membership
Mystery Box
Various Vendor Craft Baskets

Madison Children's Museum hopes you will enjoy your experience at the 29th Annual American Girl Benefit Sale. Text AGBSNEWS to 22828 to receive the latest sale updates!