



For Immediate Release: March 18, 2008

Contact: Cami Keyes at 425-825-0404

American Girl Fashion Show Results in \$155,000 for Children's Hospital
Funds raised will support uncompensated care

Bellevue, Wash. – (March 18, 2008) – The Star Guild of the Children's Hospital Guild Association announced today that the March 1 and 2 American Girl Fashion Show raised \$155,000 for uncompensated care at Children's Hospital and Regional Medical Center. The event, held at the Meydenbauer Center in Bellevue, surpassed the goal set for \$100,000 and posted a greater than 80 percent increase over the amount raised last year.

More than 3,000 people attended the entertaining show featuring American Girl Dolls and styles. There was also shopping opportunities and a doll hair salon in the adjacent Marketplace. The show featured 79 local girls, between 6 and 12 years of age, who modeled the American Girl clothes while carrying matching dolls. Many of the models were current or former Children's Hospital patients. The girls all raised money on their own for the hospital with bake sales, read-a-thons, baby sitting and more. Together they contributed over \$17,000 of the funds raised.

“We are overwhelmed by the support for this event,” said Dana Lofton, president of the Star Guild. “We are honored to bring a wholesome family activity to the Puget Sound region, while also supporting Children's Hospital in their mission that no child in our region ever be turned away from needed medical care for lack of funds.” Last year, Children's Hospital provided more than \$65 million in uncompensated care, a 57 percent increase over 2006.

“Many find it hard to believe that they could be in need of the assurance that their child will be cared for even if they can't afford the costs,” says Kristen DeFranco, chair of the American Girl Fashion Show. “Sometimes medical insurance doesn't cover the needed treatment or sometimes maximum lifetime insurance benefits are depleted. It's comforting to know we have a place where all children in our region receive not only the care they need, but some of the most advanced care in the nation—no matter what. This why the Star Guild is committed to raising funds for the hospital.”

Lofton and DeFranco will present a check to Children's Hospital on April 25 during a special, invitation-only event at DeLille Cellars in Woodinville. Over 100 people are expected to attend. The 2009 American Girl Fashion Show is planned for March 14 & 15 at Meydenbauer Center in Bellevue. Anyone wishing for more information on tickets or becoming a model should visit www.StarGuildFashionShow.org.

###

Note photos attached are from Mirror Image Studio [insert description]

About Children's Hospital Guild Association

The Children's Hospital Guild Association is a diverse group of nearly 7,000 women, men, and teens who contribute their time, energy and compassion to support the work of Children's Hospital and Regional Medical Center. Since the first guild started by Anna Clise in 1907, coinciding with the establishment of the Pacific Northwest region's first hospital for children, today's Guild Association is the largest all-volunteer fundraising organization for any hospital in the nation. Incorporated in 1987 as nonprofit organization and a subsidiary of Children's Health Care System, its mission is to serve as advocates through volunteer, philanthropic and educational endeavors to ensure excellent care for all children in our region. For more information, visit seattlechildrens.org or contact the Guild Association at askus@seattlechildrens.org.

About American Girl

American Girl is one of the nation's top direct marketers, children's publishers and experiential retailers. American Girl is proud to partner with nonprofit organizations to present American Girl Fashion Show events to raise funds for children's charities. As part of the company's ongoing commitment to "celebrate girls," American Girl events have generated millions of dollars for worthwhile causes nationwide.

About the Star Guild

The American Girl Fashion Show event coordination is provided by Star Guild, a member guild of the Children's Hospital Guild Association. The Star Guild formed in September 2006 and since that time has raised more than \$230,000 for uncompensated care at Children's Hospital. In 2007, they ranked among the top contributing guilds to the hospital. The guild's primary fundraiser is the American Girl Fashion Show and they host one of the largest such events in the country. The more than 60 members of the Star Guild are dedicated to helping Children's Hospital help families by raising money to offset the costs of uncompensated care. We support Children's Hospital in their promise that no child in our region in need of medical care is ever turned away. For more information, visit www.StarGuildFashionShow.org.