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**American Girl Fashion Show Results in Over \$100,000 for Seattle Children's Hospital**  
*Largest event of its kind in the country benefits uncompensated care*

Bellevue, Wash. – (March 24, 2009) – The Star Guild of the Seattle Children's Hospital Guild Association announced today that the American Girl Fashion Show raised over \$100,000 for uncompensated care at Seattle Children's. The event, held at the Meydenbauer Center in Bellevue March 14 - 16, surpassed the goal and maintained the same number of donations despite the downturn in the economy.

The American Girl Fashion Show in Bellevue is the largest of its kind in the country. Nearly 3,000 people attended the event which features American Girl Dolls and styles. There were also shopping opportunities and a doll hair salon in the adjacent Marketplace. The show featured over 100 local girls, between ages 4 and 12, who modeled the American Girl clothes while carrying matching dolls. The show covers the history of styles in our country dating back to the revolution.

Many of the models were current or former patients of Seattle Children's or had other connections through family. Show organizers were thrilled to have 10 year old Parklyn Neil, the great, great, great granddaughter of hospital founder Anna Clise as a model in the show. The girls all raised money on their own for the hospital with bake sales, read-a-thons, music concerts, baby sitting and more. Together they contributed over \$12,000 of the funds raised. Also featured was the story of 5 year old Hayden Walters and how his Sammamish family benefited from uncompensated care.

"We continue to be overwhelmed by the support for the American Girl Fashion Show," said Dana Lofton, executive director of the Star Guild. "We are honored to bring a wholesome family activity to the Puget Sound region, while also supporting Seattle Children's in their mission that no child in our region ever be turned away from needed medical care for lack of funds." This year, Seattle Children's expects to provide over \$100 million in uncompensated care for the first time.

"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 continues to be committed to raising funds for the hospital.”

Lofton and DeFranco will present a check to Children's Hospital on April 24 during a special, invitation-only event at the Harbor Club in Bellevue. Over 100 people are expected to attend. The 2010 American Girl Fashion Show is planned for the weekend of April 16 – 18 at Meydenbauer Center in Bellevue. Anyone wishing for more information on tickets or becoming a model should visit [www.AmericanGirlFashionShow.org](http://www.AmericanGirlFashionShow.org).

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**Note photos attached are from Mirror Image Studio**

### **About Children's Hospital Guild Association**

The Seattle 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 Seattle Children's Hospital. 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](http://seattlechildrens.org) or contact the Guild Association at [askus@seattlechildrens.org](mailto: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 Seattle Children's Hospital Guild Association. The Star Guild formed in September 2006 and since that time has raised more than \$600,000 for uncompensated care at Children's Hospital. They rank among the top contributing guilds to the hospital. The more than 70 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.AmericanGirlFashionShow.org](http://www.AmericanGirlFashionShow.org).