



The Junior League of Philadelphia, Inc.
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For Immediate Release

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THE JUNIOR LEAGUE OF PHILADELPHIA, INC. PRESENTS THE AMERICAN GIRL FASHION SHOW®

Ardmore, Pennsylvania - The Junior League of Philadelphia, Inc. invites girls and their friends and families to experience the American Girl Fashion Show® at The Desmond Hotel and Conference Center, Malvern, Pennsylvania. Two shows will be held on Saturday March 8, 2014 at 11 a.m. and 2 p.m. and one show will be held on Sunday, March 9, 2014 at 11 a.m. This fun, engaging program showcases historical and contemporary fashions for girls and their dolls.

Approximately 130 models from the local community will present the fashions, while lively commentary, music, and decorations help create a memorable experience for girls and their families. Audiences will delight in historical and contemporary clothing, from daywear to sleepwear to special-occasion clothing that resembles what popular American Girl characters wear.

The event includes a plated lunch, dessert, party favors, a raffle, and door prizes. General admission tickets are \$55 per person and VIP tickets are \$70 per person. Tickets, sponsorship opportunities, and show information are available at www.jlphiladelphia.org.

Funds raised through the American Girl Fashion Show® benefit the League's Apple a Day Healthy Living Initiative™. The Apple a Day Healthy Living Initiative™ is a multi-tiered community initiative with the goal of creating a positive impact on the health and wellness of children in the Greater Philadelphia area. Currently, over 17 million children are food insecure, and nearly 1 in 3 children in our region live in poverty and do not know when or where they will eat their next nutritious meal. The Apple a Day Healthy Living Initiative™ is the Junior League of Philadelphia's response to this alarming community need.

About American Girl

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

About the Junior League of Philadelphia, Inc.

The Junior League of Philadelphia, Inc. is an organization of women committed to promoting voluntarism, developing the potential of women, and improving the community through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable.

The JLP reaches out to women of all races, religions, and national origins who demonstrate an interest in and commitment to voluntarism.

The Junior League of Philadelphia, Inc. is a 501(c)(3) organization and a member of The Association of Junior Leagues International (AJLI).

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