



For Immediate Release

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American Girl Live, the Musical, Coming to Saenger Theatre Brand New United States Tour!

PENSACOLA, Fla. – Experience American Girl® in an all-new musical, coming to a city near you! **AMERICAN GIRL LIVE** is a premiere stage production, featuring all-original songs and unforgettable experiences. Come along to sleepover camp with some new friends for an exciting summer away from home. As bold tales of bravery and friendship come to life, iconic American Girl characters lend a hand through story and song. Join your favorite American Girl characters and the campers as they follow their hearts, share their dreams, and learn the power of friendship.

AMERICAN GIRL LIVE comes to the Saenger Theatre on Wednesday, March 20, 2019 at 6:00 p.m... Tickets are \$113.00 for premium, up-front seating, \$63.00, and \$43.00 plus applicable service charge and go on sale to the public on Thursday, August 30, 2018 at 10 a.m. at the Ticketmaster.com, charge by phone by calling 800-745-3000 or at the Saenger Theatre box office located at 22 East Intendencia Street.

AMERICAN GIRL LIVE is a creative collaboration between American Girl and Mills Entertainment. The original production is currently in development by producer Simone Gianfrancesco (*Lifetime's Bring It! Live, Daniel Tiger's Neighborhood Live, John Cleese and Eric Idle Live*), with Sandy Rustin (*The Cottage, Clue Live, Rated P...For Parenthood*) as writer, Meg Zervoulis as Composer (*Mean Girls, The Prom, Natasha, Pierre & the Great Comet of 1812*), and Gina Rattan (*Matilda, Billy Elliot, Rodgers and Hammerstein's Cinderella*) attached to direct.

EVENT DETAILS AT A GLANCE:

Who: American Girl Live

When: Wednesday, March 20, 2019 at 6 p.m.

On Sale: Thursday, August 30, 2018 at 10 a.m.

Ticket Prices: \$113.00 for premium, up-front seating, \$63.00, \$43.00 plus applicable service charge

About American Girl

American Girl is a premium brand for girls and a wholly-owned subsidiary of Mattel, Inc., a creations company that inspires the wonder of childhood. Headquartered in Middleton, WI, American Girl offers an inspiring world of dolls, content, and experiences that nourish a girl's spirit and help develop her strength of character. Best-selling lines include Truly Me™, Girl of the Year™, Bitty Baby™, WellieWishers™, and American Girl's classic historical characters. The company sells products through its award-winning catalogue, on americangirl.com, in its proprietary U.S. experiential retail stores, as well as at specialty retailers nationwide. By inspiring girls to be their best, American Girl has earned the loyalty of millions and the praise and trust of parents and educators.

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