

ALVIN AILEY AMERICAN DANCE THEATER



50
YEARS
CULTURAL
AMBASSADOR
TO THE
WORLD

Alvin Ailey® American Dance Theater Barbie® Doll

As the Alvin Ailey® American Dance Theater (AAADT) celebrates its 50th anniversary this year, Mattel is releasing a special Alvin Ailey® American Dance Theater Barbie® Doll in celebration of the legendary organization and its world-class dancers.

The Alvin Ailey® American Dance Theater began in New York City on March 30, 1958 when Alvin Ailey led a group of young African-American dancers in a performance that forever changed the perception of American modern dance. Since that time, more than 21 million people in 48 states and in 71 countries on 6 continents have witnessed the extraordinary artistry of Alvin Ailey® American Dance Theater's dancers, earning a reputation as the most acclaimed international ambassador of American culture. Fifty years later, the Company continues the legacy of founder Alvin Ailey and the remarkable vision of Artistic Director Judith Jamison — promoting the uniqueness of the African American cultural experience and the preservation and enrichment of the American modern dance heritage. Beauty, spirit, hope and passion know no bounds. That is the power of Ailey.

The Alvin Ailey® American Dance Theater Barbie® Doll, the newest addition to the Barbie® Collector Pink Label series, was designed by Judith Jamison herself. Featuring a fully posable Pivotal™ body, with twelve points of articulation, rooted eyelashes and a unique foot sculpt, the doll reflects the famed beauty and grace of the Company and its world-class dancers. Taking the stage in a soaring leap and perfectly applied stage makeup, the doll is dressed in a flowing, white and lace costume worn in "Wade in the Water" from Alvin Ailey's masterpiece *Revelations*.

Beginning in November 2008, the Alvin Ailey® American Dance Theater Barbie® Doll will be available at all major toy retailers, Alvin Ailey® American Dance Theater performances, Barbie Collector Direct Mail Catalog, www.barbiecollector.com, www.aileyboutique.com and select U.S. Dealers for a suggested retail price of \$37.79.

CONTACTS:

Christopher Zunner
Director of Public Relations
for AAADT, (212) 405-9028
czunner@alvinailey.org

Katie Phillips
Ketchum PR (for Mattel),
310-584-8334
katie.phillips@ketchum.com

BARBIE®  COLLECTOR

