

For Immediate Release

## Academic Travel Abroad and American Girl Create New Family-Friendly, Experiential Vacation Packages

*Curated trips bring the worlds of popular American Girl historical characters to life for fans*

Washington, DC (June 25, 2021) – Today, educational travel provider [Academic Travel Abroad](#) and [American Girl](#)<sup>®</sup>, the beloved brand known for helping girls grow up with confidence and character, launched a new immersive travel program, **American Girl Vacations**<sup>™</sup>. Designed for American Girl fans and their families, the first two vacation packages are inspired by two of the brand’s iconic historical characters: **Nanea Mitchell**, a Hawaiian girl growing up during wartime in 1941; and **Rebecca Rubin**, a Jewish American girl growing up during the peak of the immigration period in 1914. The fully-guided educational trips will take place in December 2021 and explore the islands of Oahu, Hawaii, and Manhattan, New York. Each vacation package features curated events and activities that bring the American Girl character stories to life in a culturally authentic and unique way.

“American Girl has spent decades creating fun, immersive experiences for millions of girls and their families to enjoy,” said Julie Freeland, Senior Director, Global Live Events for Mattel. “Now, by combining the wonder of travel with the magic of storytelling, American Girl Vacations gives fans a whole new way to experience the world of the brand’s beloved characters and create memories to last a lifetime.”

- **Hawaiian Holiday with Nanea**<sup>™</sup> (December 26, 2021 – January 1, 2022) traces the story of compassionate and courageous **Nanea Mitchell** in beautiful Oahu, Hawaii, as she and her family watched their world turn upside down after the attack on Pearl Harbor in 1941. In addition to a private tour of the USS Arizona Memorial in Honolulu, girls and their families will explore the breadth of Oahu—from the shores of Waikiki Beach to the verdant mountains of the Kualoa Ranch. During the seven-day adventure, girls can walk in Nanea’s footsteps by learning the art of hula dancing, creating lei necklaces, and attending a traditional *luau* created just for them. See the full *Hawaiian Holiday with Nanea*<sup>™</sup> itinerary and reservations [here](#).
- **Lights! Camera! Action! Rebecca’s**<sup>™</sup> **New York** (December 26-31, 2021) follows confident and charismatic **Rebecca Rubin**, a young girl growing up in New York City in 1914 who dreams of becoming an actress. During six days in Manhattan, girls and their families will immerse themselves in Rebecca’s New York by re-imagining the culture and traditions of her Jewish immigrant experience on the Lower East Side—the gateway for many who arrived to the U.S. in the late 19th century. In addition to several museum tours, fans will explore the world of stage through a private acting class, including a chance to make a silent film; take a sewing class while learning about *mitzvah* or doing good deeds; and enjoy some of the city’s most exciting holiday treats and activities. See the full *Rebecca’s*<sup>™</sup> *New York* itinerary and reservations [here](#).

“Travel is a life-changing experience for young people, and we have woven American Girl’s core values of kindness, tolerance, confidence and resilience into these trips,” said Chase Poffenberger, ATA Executive Vice President and a mother of two daughters. **Academic Travel Abroad (ATA)** is a 71-year-old, DC-based educational travel company, and creates immersive and experiential travel programs for organizations such as the Smithsonian Institution, *The New York Times*, and National Public Radio.

Reservations are open now with limited availability per trip. More information about American Girl Vacations™ and bookings can be found at [AmericanGirlVacations.com](http://AmericanGirlVacations.com) or by calling **1-855-395-6100**.

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#### **ABOUT ACADEMIC TRAVEL ABROAD**

Academic Travel Abroad, Inc. is an educational travel provider for some of the world’s most prestigious organizations. Riding the post-war wave of interest in travel to Europe, ATA launched operations in 1950 by assisting universities and cultural institutions in the creation of group travel programs for their members. Today, ATA is a leader in educational and branded group travel and offers an array of programs and services that marry travel and learning, such as study abroad programs, call center services, and international conferences. ATA’s proud list of partner organizations includes The Smithsonian Institution, The New York Times, and National Public Radio.

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#### **ABOUT AMERICAN GIRL®**

American Girl is a premium brand for girls and a wholly-owned subsidiary of Mattel, Inc. (NASDAQ:MAT, [www.mattel.com](http://www.mattel.com)), a leading global children's entertainment company that specializes in the design and production of quality toys and consumer products. 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](http://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. Connect with American Girl on:

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