



**Madame Alexander's 2010 Doll Collection Unveiled
at the American International Toy Fair**

The 2010 Collection, of Madame Alexander dolls, was showcased at the American International Toy Show in New York City, held from February 14th through February 17th at the Jacob K. Javits Convention Center. The annual trade show highlighted the toy and collectible industry's newest innovations and products, featuring over 1200 exhibits from around the world.

The Alexander Doll Company took advantage of the show to unveil its unconventional new line of three Cissy® and three NEOCissy dolls by fashion designer Jason Wu. This highly anticipated collection marks Wu's continuation of doll making and design, and his first collaboration with Madame Alexander.

Another major show attraction was Madame Alexander's new doll, Beverly Cleary's **Ramona**™, which celebrates this year's release of *Ramona and Beezus*, a 20th Century Fox feature film starring Selena Gomez.

Additionally, the Madame Alexander presented new additions to its cloth play doll collection, such as **Angelina Ballerina**™, **Peanuts**™ characters: **Charlie Brown**, **Lucy**, and **Linus**; as well as favorites **Fancy Nancy**™ and **Pinkalicious**™. Madame Alexander also marked the 95th Anniversary of **Raggedy Ann**™ and **Raggedy Andy**™ with an all-new limited edition wooden collectible doll.

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