



## THE VOTE IS IN: BARBIE® DOLL'S 125<sup>TH</sup> CAREER – NEWS ANCHOR

For more than 50 years Barbie® has empowered girls to dream it all, try it all, and live it all. This year Barbie® embarks on her 125th milestone career. For the first time, Barbie® asked consumers to help choose her 125th career by voting on [www.Barbie.com/Vote](http://www.Barbie.com/Vote). Girls selected from a range of aspirational and culturally relevant occupations including:

architect, computer engineer, environmentalist, news anchor and surgeon.

Votes have been tallied, and girls around the world have chosen news anchor as Barbie® doll's 125th career in the popular Barbie® I Can Be...™ doll series.

Barbie® as a news anchor can help inspire future female journalists with interactive role play that can help foster the skills like storytelling, verbal/written communication, and creativity that comes with being a journalist.

Results were announced on February 12th at the New York Toy Fair. News Anchor Barbie® includes a news folder, news camera and a microphone with the B News logo. The doll features a pink suit with silver and black accents off-set by black high-heels with pink bows. Always camera ready, News Anchor Barbie® sports a blunt cut hairstyle perfect for her close-up. Doll is available for pre-sale at [www.MattelShop.com](http://www.MattelShop.com) now, and will be available at retailers nationwide in Fall 2010.

Please visit [www.BarbieMedia.com](http://www.BarbieMedia.com) for more information and images.

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