

Madison Children's Museum: Limited tickets available for the 2023 American Girl Benefit Sale, June 24 & 25, 2023

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Madison, Wis.—When the doors close on the American Girl Benefit Sale the afternoon of Sunday, June 25, it will mark the end of an era. This will be the last benefit sale Madison Children's Museum will run.

For over three decades, American Girl has donated their overstock and returned inventory to Madison Children's Museum to be resold and raise money for MCM and dozens of children's charities in Dane County through American Girl's Fund for Children. Sale volunteers have always played a critical role in the success of the sale, typically working for many months before the sale to prepare the inventory and then staffing the event.

The benefit sale offers significantly discounted prices on authentic American Girl dolls, accessories, and books. Prices average about 30% less than retail. During the Sunday Markdown Sale prices will be further reduced from Saturday. However, inventory may be very limited on Sunday.

Tickets are required to shop; a limited number of tickets are available for both days. All tickets are for timed entry. Buy premium tickets for early entry Saturday (8:45 am), \$100; Saturday afternoon tickets (1:45 pm and later), \$10; Sunday Markdown Sale early entry (8:45 am), \$20; and general Sunday Markdown Sale (9 am on), \$5. Walkup tickets will be available both days, but advanced tickets are highly recommended. Walkup tickets will be sold for the earliest time available—after all advance-sales ticket times.

[Get tickets at BenefitSale.info](https://BenefitSale.info)

The sale has seen many changes over the years. Most years it was held in a warehouse in Middleton. Due to the pandemic, for the last two years, the sale shifted to online only. The 2023 sale returns to an in-person event in Madison, Wisconsin. No online ordering or shipping will be provided. This is the first year that the sale will be staged in a professional event venue. Holding it at Alliant Energy Center will provide new amenities like expansive onsite parking, air conditioning, and restrooms.

“In close consultation with American Girl, we’ve decided to go out on a high note, have a great last sale, and go forward with other projects,” says Deb Gilpin, Madison Children’s Museum president and CEO. “We are deeply thankful to Pleasant Rowland, American Girl/Mattel and all of our volunteers over the many years.”

The museum plans to host an event in the fall to celebrate the fundraising partnership and its rich history.