

FOR IMMEDIATE RELEASE

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One of America's Top Toys this Christmas directs youngsters to Huntsville!



HUNTSVILLE, AL – The unofficial start of the 2008 Christmas shopping season is just days away, and this year one of the most popular gifts under many Christmas trees will have a strong Huntsville connection.

The National Retail Federation says the number one most requested gift for girls this year is Barbie, and one of the most popular Barbie dolls this season is the Space Camp Barbie!

Unveiled earlier this year during ceremonies at the U.S. Space & Rocket Center, the limited edition Space Camp Barbie is one of Mattel's "I Can Be" line of Barbie dolls designed to encourage young girls into more challenging careers.

"That fits our mission to a tee," according to Holly Beach, the Space Center's Vice President of Marketing. "We're all about encouraging young people to set lofty goals for themselves, and the message behind Space Camp Barbie is that young girls can grow up to be anything they're

willing to work for, just like the boys."

Only 50,000 of the Space Camp Barbie dolls were produced and are sold exclusively at the U.S. Space & Rocket Center Gift Shop, and at Toys-R-Us stores nationwide. In fact, the Toys-R-Us website lists Space Camp Barbie as the 15th most popular Barbie doll the toy retailer offers.

"It means Space Camp and Space Camp Barbie is going to be under a lot of Christmas trees this year," according to Larry Capps, the Space Center's CEO. "That's not only good for Space Camp but it's good for Huntsville," he adds.

Included with each Space Camp Barbie is a camp space suit, jewelry, and DVD that promotes the Space Camp educational camp programs. Also available are Space Camp Teresa and Space Camp Nikki.

More information about the National Retail Federation's list of Top Toys for 2008 can be found at http://www.nrf.com/modules.php?name=News&op=viewlive&sp_id=605 and additional information about Space Camp Barbie can be obtained at <http://www.toysrus.com/viewall/index.jsp?categoryId=2262938&cp=2273442&viewAll=topRated&pmc=1> or by visiting www.spacecamp.com.

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