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THE CALIFORNIA MUSEUM CELEBRATES BARBIE'S 50TH!
Featuring "Barbie and Ruth" Book-Signing with Author Robin Gerber
Day of Events and Exhibit of Doll Collections

(Sacramento, CA) – The California Museum will celebrate the world's most famous doll, Barbie on Saturday, March 28th with a book-signing, family fun day and exhibition of local Barbie collections. Author Robin Gerber's newest biography, *Barbie and Ruth* tells the story of Mattel founder Ruth Handler and the creation of Barbie. Gerber will lead a discussion on Handler and Barbie's legacy over the last 50 years and then sign her new book, which can be purchased in the Museum's store.

Also at the Museum that day, local Barbie collectors will display approximately 200 Barbies, ranging from vintage to designer, Bob Mackey designs to wedding gowns galore. Families will also be able to participate in arts and crafts projects, making this a great event for a day of mother-daughter bonding, as well as an interesting close of Women's History Month.

Guests will also be able to check out the only Maria Shriver Barbie Doll, which is housed in the Museum's vintage Barbie display.

IN CASE YOU MISSED IT: Listen to [NPR's article on Barbie](#), which features an interview with author Robin Gerber.

WHAT: Discussion and book signing with author Robin Gerber
Barbie and Ruth: The Story of the World's Most Famous Doll and the Woman Who Created Her
Hundreds of collectible Barbies, arts and crafts, and a picture-perfect life-sized Barbie
Exhibit of Maria Shriver Barbie Doll

WHEN: Saturday, March 28, 2009, 10 am to 2pm
Meet the author discussion, 11am to 12pm

WHERE: The California Museum lobby
1020 O Street, downtown Sacramento, 95814
(916) 653-7524; californiamuseum.org

Notes to Editor:

Author Robin Gerber and Sam Pena, president of the Sacramento Fashion Dolls Club, and Museum staff are available for interviews. High-resolution digital images of the Maria Shriver Barbie Doll and book cover art are available. Contact Ashley Robinson for images or arranging interviews: (916) 651-3030 or arobinson@sos.ca.gov.

About The California Museum

The California Museum – home of the California Hall of Fame and California Legacy Trails – engages, educates and enlightens people about California's rich history and its unique contribution to the world through ideas, innovation, art and culture. Through captivating, interactive and innovative experiences, the Museum seeks to inspire men, women and children to dream the California dream and dare to make their mark on history. Open Mon.-Sat. 10 a.m.-5 p.m., Sun. Noon-5 p.m.; Adults \$8.50, Students/Seniors (with valid I.D.) \$7, Children 6-13 \$6.00; Free for Children 5 and Younger. Parking is free on the weekends.
www.CaliforniaMuseum.org.