

Melissa's Corner

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HONORING 30 YEARS OF MELISSA & DOUG



Melissa & Doug's headquarters in Wilton, Connecticut, overflowed with energy the morning of Nov. 3, 2018. Children and parents came from all over the country to attend its 30th anniversary party. At 9 a.m., company doors opened and the mob rushed to Melissa & Doug's headquarters. Inside, cascading bright streamers and festive balloons captivated young children.

President Donald Trump and his wife, Melania, attended the blowout party. Trump delivered a speech, noting, "For the past 30 years, Melissa & Doug has fostered the imaginative spirit of millions of children around the world. We celebrate three decades of individual expression and creativity made possible by this



dedicated company. Happy birthday to Melissa & Doug, and many, many more."

Melania Trump also informed the public that her 10-year-old son, Barron played with Melissa & Doug toys as a child. "Melissa & Doug toys encouraged my son to think outside of the box. Our child was involved in furthering his education, while spending time playing," said Melanie.

**"Happy Birthday to Melissa &
Doug and many, many more"
-President Donald Trump**

Doug Bernstein said, "We at Melissa & Doug have been privileged to spawn 30 years of creativity in children of all ages in nearly every country on the planet. We celebrate their accomplishments and commit ourselves to continuing our mission for another 30 years and beyond. Thank you to all who celebrate with us today."

After the speeches, guests also had the opportunity to interview and take photos with both Trump and Bernstein. At 10 a.m., Melissa & Doug Co-founder Melissa Bernstein announced the top three winners of the Capturing Creative Children contest. The contest inspired more than 14,000 children to create an original toy idea for the renowned toy company. Each of the age groups for the Capturing Creative Children contest ensured one winner, who received a two-day, all-

expense paid trip to the city of New York. The winner also received free passes to all of the attractions at Melissa & Doug's headquarters.

Stephen Smith, the winner of the 10- to 12-year-old category, traveled from Colorado to attend the blowout party. Stephen wants to become an engineer when he grows up, and created plans for a wooden outer space rocket.

The winner of the 7- to 9-year-old category, Katie Jones, attended the event with her parents and brother. When Katie grows up, she wants to become a teacher. She created plans for a life-sized wooden playset of the ultimate classroom. "I love school, and I love the way my teachers are always telling us kids to use our creative talents to make a difference. I wanted to imagine a classroom that would be the perfect place for kids to do that," states Jones.

Christine Miller, the winner of the 3- to 6-year-old category, flew from Texas to attend the event with her parents. Christine created plans for a wooden life-sized Mars Rover vehicle. Miller said, "when I get big, I want to go to Mars and drive around my Mars Car."

Commemorating its 30th anniversary, Melissa & Doug also released a debut of brand new products at the party. Its new products included a wooden play set, build-your-own birthday cake, wooden birthday gift boxes and birthday costumes. Guests took home these new products as party favors. Sarah Young, an 8-year-old from New Jersey attended the party with her family. After receiving a build-your-own birthday cake she said, "I am so excited! I feel like I am dreaming, attending a real life birthday party that isn't mine and receiving presents! This is awesome, I love Melissa & Doug."



To many families, Melissa & Doug products remain more than just toys and have served as precious souvenirs passed down through many generations. One guest, Brooke Woodard, who traveled from Maryland to attend the event with her family, expressed the special nostalgia Melissa & Doug toys hold for her and her family. "Melissa & Doug toys have been appreciated in our family since its opening in 1988. My grandmother attended its opening ceremony and bought one of its first toys for my siblings and I. It was a wooden puzzle that I still have today," said Woodard.

The blowout party came to an end at 5 p.m. on Saturday. At the closing of the party, guests headed back to their vehicles with new smiles, toys and memories. Although the festivities have come to a conclusion, the joy and moments surrounding the event remain as a treasured celebration. Happy Birthday, Melissa & Doug!





Did you miss our 30th anniversary party? Read about it here! #MDturns30
www.melissaanddoug.com/blowout/30MD



Catch up on what you missed at our 30th anniversary party!
www.melissaanddoug.com/blowout/30MD

