

Beat: Business

## **Barbie Launches Misty Copeland Doll - African-American female principal dancer**

### **First with the American Ballet Theatre**

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**USPA NEWS** - On May 2, Barbi was honoring Misty Copeland by unveiling a doll in her likeness to continue to show girls they can be anything. Misty Copeland, the first African-American female principal dancer with American Ballet Theatre (ABT), has been a role model to girls throughout her career...

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The doll is part of the Barbie Sheroes program, honoring female heroes who inspire girls by breaking boundaries and expanding possibilities for women everywhere. Misty Copeland joins an esteemed group of diverse Barbie Sheroes, including Ava DuVernay, Emmy Rossum, Eva Chen, Kristin Chenoweth, Sydney "Mayhem" Keiser, Trisha Yearwood and Zendaya.

The fashions for the doll were inspired by Copeland's Firebird costume from her first American Ballet Theatre principal role, which she is performing again on May 18 (matinee) and 19 as part of ABT's annual spring season at the Metropolitan Opera House. Copeland was intimately involved in the doll's design and partnered with the Barbie design team on all the details.

Misty Copeland shows girls how to break boundaries both on and off the stage. She began dancing on a Boys & Girls Club basketball court and continues to be very active in local Clubs in various cities. She also works with Project Plié, ABT's comprehensive initiative to increase racial and ethnic representation in ballet and diversify America's ballet companies.

Source : Mattel

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