Mattel Kicks off Their 80th Anniversary Celebration with Free Event at Macy's Stores

To celebrate the toy giant's anniversary, select Macy's stores will hand out collectible trading cards to participants and offer an exclusive discount on all Mattel products.

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On July 21, 2025, the two-year anniversary of the *Barbie* movie, adult collectors, children and families alike are invited to join Mattel in celebrating their 80th anniversary. Select Macy's stores with Toys R Us departments across the United States will hand out freebies, offer an exclusive 10% discount on all Mattel products, host rounds of Uno and pass out coloring pages for participants of all ages from 11pm to 3pm! Not only did the company release special edition products decorated with their logo, but they also created special trading cards featuring iconic toy lines such as Barbie, Little People, Monster High and Hot Wheels. While the special edition products can be purchased in-store and online, the trading cards are exclusive to their anniversary event, where participants will be able to trade and collect them.

Guests of all ages are encouraged to participate in the event. Mattel is committed to reaching all types of audiences! Adults and children can enjoy the collectible aspect of the trading cards or bond over the competitive nature of Uno. With the exclusive 10% discount, all guests are bound to come home with an 80th Anniversary product, whether it's a Barbie doll adorned in red, Hot Wheels branded with the logo or a sparkly red Magic 8 ball.

Mattel was originally founded in 1945 by Ruth Handler, Elliot Handler, and Harold Matson. In 1959, Ruth Handler created Barbie, who would become an icon for children and adults alike. In fact, Mattel has its own site just for adult collectors. Known as Mattel Creations, this site is home to hundreds of "collector items" known for their price tag, exclusivity and intricate details. Aside from its original products, Mattel also holds the license to several famous intellectual properties, such as Thomas & Friends, Disney Princess and Masters of the Universe. It's no wonder the toy company has expanded and become a multi-million-dollar business when its iconic red, spikey logo is plastered on several toy brands.

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If you would like more information on this topic, please email Abigail Do at abigaildo@mattel.com.