

Girl Power: Meet President Barbie And Her Female VP

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Over the decades Barbie has held just about every job known to man – astronaut, gymnast, teacher, CEO, pilot, rock star and more – all with the intention of inspiring young girls that they could be or do anything. So, it's no surprise that the most famous doll in the world is hitting the campaign trail with a female running mate.

That's right, toy maker Mattel just released its 2016 election cycle Presidential Barbie and she comes paired with a Vice President Barbie doll. Available in a variety of hair colors, skin tones, face shapes and body types, the Barbie ticket retails for \$24.99 on Shop.Mattel.com.

The new dolls were launched in collaboration with the non-partisan organization [She Should Run](#) which is dedicated to expanding the talent pool of future elected female leaders.

As part of the launch, Mattel also created a [downloadable](#) worksheet and video encourage girls to dream big and explore their leadership potential.

According to Mattel, just 39 percent of girls say that they want to be a leader, so the new President and Vice President Barbie just might go a long way in helping young girls realize that there is no leadership role they can't aspire.

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