

February, 2010

FOR IMMEDIATE RELEASE

West Coast Inquiries:
Contact: Randi Shafton
rshafton@girl360.net
650-888-2761

Midwest and East Coast Inquiries:
Contact: Anne Ream
aream@girl360.net
773-919-8128

New Interactive Website Takes Fresh Approach to Inspiring, Guiding and Building Up Today's Young Girls: ~ Girl360.net is Steering Impressionable "Tweens" in a Positive Direction ~

February 1, 2010 : It's not easy being a young girl today! From various media and societal sources, girls are receiving negative messages that influence how they see themselves and whether they achieve their full potential. Magazines put a major focus on beauty, body weight, and material things. Celebrity-driven media messages promote ideals that are too often unhealthy or unattainable. Even positive female role models are "packaged" or marketed to girls in ways that are intimidating or inaccessible. The steady stream of mixed messages coming at "tween" girls (between the ages of 9 and 12) instills confusion and curbs potential.

Few media outlets are dedicated to spotlighting barrier-breaking women and girls; bringing both their struggles and achievements to the forefront. Girl360.net is one of these pioneers: a new media initiative grounded in the belief that "behind every great woman is a great girl," one who often discovered her own "superpowers" after encountering a powerful female role model.

Girl360.net seeks to make those encounters possible by bringing the stories of history's and today's most amazing women and girls to the attention of a new generation of tweens.

An online community and webzine targeted at pre-teen girls, Girl360 connects with girls during their formative years, giving them a better sense of the women who have come before them, the unique role models all around them and, most importantly, the potential within them. The site's content is grounded in a simple belief: that discovering a single, sometimes surprising, female role model can change a young girl's life.

Raising confident, strong, perceptive girls means finding new and creative ways to help them realize their potential. That is a critical part of the Girl360 mission.

"New media is our friend," explains Co-Founder and Chief Operating Girl Randi Shafton, "and we want to use it to tell the stories that tweens don't hear often enough. As a mother of girls in a world where there are too few role models, I know how important this is."

February, 2010

FOR IMMEDIATE RELEASE

West Coast Inquiries:
Contact: Randi Shafton
rshafton@girl360.net
650-888-2761

Midwest and East Coast Inquiries:
Contact: Anne Ream
aream@girl360.net
773-919-8128

“This is not a company. It’s a cause,” notes Co-Founder and Chief Creative Girl Anne Ream. “We are ‘discoverists’ finding the stories of amazing women and girls and bringing them to the attention of a new generation. Encountering role models who have done world-changing work and suddenly, often surprisingly, catching a glimmer of ourselves in their stories can be the first step in finding our own power.”

With extensive experience in women’s issues and advocacy, co-founders Anne Ream and Randi Shaf-ton launched Girl360 with the belief there’s no better way to mold the current generation than by taking a look at ambitious women, yesterday and today.

Catering to the interests of today’s tweens, the website is divided into a variety of interactive and resourceful sections - including:

Great Books: A recommended reading list of inspirational stories for tween girls. From the story of the first African-American female Aviator Elizabeth Coleman to the hard-working Pocahontas, young girls, and their moms, can find excellent resources about sassy and driven women who paved the way.

Girl of The Month: is a political advocate and non-profit professional with over two decades of experience championing isA place for girls to learn about the stories of contemporary women who are rocking the world and making an impact today - while checking out exclusive video messages from these positive role models.

Good Advice: A relevant, helpful Q&A style section dedicated to answering questions by Girl360’s tween readers! From struggles with friends and parents to school or self-image issues, Girl360’s Clinical Therapist and Family Consultant Carrie Wicks shares her insight and positive reinforcement.

Girl’s Corner: A pre-Facebook experience where girls can share their own stories, photos and inspiration. Moms love it because it is censored and safe. Girls love it because they see their names in lights on-line.

Poll of the Month: A unique feature that poses important civics questions to girls (“What would you do if you were president?”) and allows them to weigh in and read the responses of their peers.

February, 2010

FOR IMMEDIATE RELEASE

West Coast Inquiries:
Contact: Randi Shafton
rshafton@girl360.net
650-888-2761

Midwest and East Coast Inquiries:
Contact: Anne Ream
aream@girl360.net
773-919-8128

That's What Friends Are For - True Tales of BFFs: Here, Girl360.net uncovers magnificent stories of women and girls who have been there for one another, supported each other and remind us what sisterhood and friendship are all about. In a world that too often encourages girls to undermine one another, this unique resources shows tweens that there is another way.

Plus, there's a section dedicated to trips and travel, highlighting worthwhile and educational destinations for girls on the move, and a retail shop, offering one-of-a-kind, limited edition T-shirts and greeting cards (each comes with a special insert that introduces girls to the amazing women who inspired our designs).

About the Girl360 Co-founders

Anne Ream, Co-Founder and CCG (Chief Creative Girl), is a writer and creative director whose essays on issues effecting women and girls have appeared in the Los Angeles Times, the Chicago Tribune, Washingtonpost.com and numerous other publications. A former Senior Vice President and Group Creative Director at Leo Burnett USA, one of the countries largest communications companies, she was recently named one of People Magazine's "Heroes Among Us" and is the 2008 winner of the "Making a Difference for Women Award" from Soroptimist International, a United Nations NGO. Anne is also the founder of The Voices and Faces Project, a national documentary project, and a Founding Co-Chair of Counterquo.org, a new media project that seeks to challenge and change the way the world responds to violence against women.

Randi Shafton, Co-Founder and COG (Chief Operating Girl), is a political advocate and non-profit professional with over two decades of experience championing issues and initiatives that have a deep impact on the health, well-being and happiness of women and girls. A graduate of Harvard's Kennedy School of Government, Randi spent a portion of her career working on public policy, educational, environmental and health-care issues from Sacramento, CA to Washington D.C. In the private sector, she worked as a lobbyist and community relations manager, with a special focus on addressing the needs of at risk families and youth. Randi is the proud mother of twin 11 year-old daughters and a 5 year-old son.

For more information about Girl360.net or to arrange an interview with the co-founders, please contact publicists Wendy Roberts at wendy@orcpr.com or (406) 212-9596 or Lacy Gambia at lacy@orcpr.com or (520) 404-4357.