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FOR IMMEDIATE RELEASE

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Introducing Girl360.net: An on and offline initiative created to bring the stories of history's and today's most amazing women to the attention of a new generation of "tween" girls

December 25, 2008 -- Girl360.net, an online community and webzine for tween girls, has opened its doors. A Girl360 product line and social networking site will follow in 2009.

"Every great woman started out as a great girl, one who often discovered her own 'superpowers' after encountering other super-cool female role models," notes Girl360 Co-Founder and Chief Creative Girl (CCG) Anne K. Ream. "Our mission at Girl360 is to make encounters like this possible by bringing the stories of history's and today's most amazing women to the attention of a new generation of tween girls."

Girl360.net's on and offline efforts – including a dialogue-driven Girl360 webzine, designer-created tees and greeting cards, forthcoming book series, and social networking site – will all be grounded in a core belief: that discovering a single, sometimes surprising female role model can change a young girl's life. The January 2009 launch issue of Girl360.net will feature an exclusive interview with Kate Hnida, the first woman to play Division I college football, named Teen People's "Number One Teen Most Likely to Change the World."

Finding new ways and places to bring the stories of women like Katie to the attention of girls is a critical part of the Girl360 mission. Co-Founder and Chief Operating Girl (COG) Randi Shafton notes, "New media is our friend, 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."

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About the Girl360 Co-founders

Anne Ream is a writer and creative director whose essays and opinion pieces on issues effecting women and girls have appeared in the Atlanta Journal-Constitution, the Los Angeles Times, The Chicago Tribune, and other publications. She is a former Senior Vice President and Group Creative Director at Leo Burnett USA, one of the country's largest communications agencies.

A past finalist for the Dorothea Lange-Paul Taylor Documentary Prize for her writing, Anne is also the founder of The Voices and Faces Project (voicesandfaces.org). Recently named one of People Magazine's "Heroes Among Us," and recognized as one of "Chicago's Top 40" by The Chicago Tribune, Anne has won numerous awards for her media-based work on social justice and women's rights issues.

Randi Shafton is a political advocate and non-profit professional with over two decades of experience championing issues and initiatives that have a deep impact on women and girls. A graduate of Harvard's Kennedy School of Government, Randi spent the first part of her career working on public policy issues in Sacramento, CA and Washington, DC, where she focused on health-care, environmental and educational issues.

In the private sector, Randi worked as a lobbyist and community relations manager, with a special focus on addressing the needs of at risk families and youth. As a consultant to the non-profit and foundation communities, she has driven strategic and program development, aided in the creation and expansion of boards, and developed new ways to connect organizations in need with women in positions of power.