

**Girls Incorporated®**

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**FOR IMMEDIATE RELEASE**

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**GIRLS FROM ACROSS THE UNITED STATES AND CANADA SEND  
LETTERS TO THE WORLD**

Inspiring all girls  
to be strong,  
smart, and bold<sup>SM</sup>

*Girls Incorporated launches public education campaign to celebrate the  
importance of girls' voices*

NEW YORK, NY (August 11, 2008) Girls Incorporated, the nonprofit organization that inspires all girls to be strong, smart, and bold, launches the Dear World public education campaign as part of an on-going commitment by Girls Inc. to show girls that their voices are trusted, respected, and valued and to raise awareness about issues that affect girls' everyday lives.

The campaign launches with 30-second and 60-second television spots and a website dedicated to giving girls a positive place to express their daily realities, hopes, fears, and dreams. The video PSAs, behind-the-scenes footage, and interactive opportunities for girls and adults to share their own "Dear World" messages are available at [www.girlsinc.org/dearworld](http://www.girlsinc.org/dearworld).

Two hundred and seventy-five girls from Girls Inc. organizations across the United States and Canada wrote Dear World letters about growing up a girl in today's world and read them on videotape. Forty-two girls, ages 7-17, participated in filming the video PSAs that focus on the message, "The only person I want to be is me!" Girls Inc. partnered with zig USA to produce the spots, which were directed by Wendy Morgan and produced by Ruckus Films.

"The Dear World campaign celebrates the passion, imaginative spirit, and intelligence of girls, their ability to go beyond gender stereotypes, and the importance of positive outlets for girls to express themselves," says Joyce M. Roché, Girls Inc. President and CEO, "We hope that this exciting new campaign inspires adults and girls to recognize the power and value of girls' voices."

"My life-changing experience in Los Angeles, being a part of the Girls Inc. PSA, was both fun and exciting. It was a thrill to be part of a commercial with other girls I could relate to," said Robyn Fiorda, Girls Inc. of York, Ontario

*Girls Incorporated® is a nonprofit organization that inspires all girls to be strong, smart, and bold<sup>SM</sup>. With local roots dating to 1864 and national status since 1945, Girls Inc. has responded to the changing needs of girls through research-based programs and public education efforts that empower girls to understand, value, and assert their rights. In 2007,*

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*Girls Inc. reached over 900,000 girls through Girls Inc. affiliates, our website, and educational publications.*