



## Inaugural G Day Toronto Celebrates Adolescent Girls

Toronto, Canada - Toronto will host its inaugural **G Day for Girls** on **Sunday, April 26<sup>th</sup>, 2015** at the **Daniels Spectrum**, 585 Dundas Street East, Toronto, ON, M5A 2B7.

As a girl approaching puberty, G Day founder **Madeleine Shaw** wished for an acknowledgement of her arrival into adolescence. *"I was really excited about what was happening to me, and hoped that there might be some sort of recognition outside of my family that it was special,"* the 47-year-old award-winning social entrepreneur explains.

While the acknowledgement never happened, the vision never left her imagination. Shaw, co-founder of Lunapads International, an online natural products retailer based in Vancouver, BC, decided to make the dream into reality: in 2014, she launched **G Day, a day of celebration and empowerment for girls ages 10 to 12**, holding two events in Vancouver attended by over 500 people. The gatherings received significant media coverage; their success spawned the movement now spreading across Canada, starting with the upcoming G Day Toronto.

The day-long program, expected to draw up to 200 girls and 150 adults, is a modern day rite of passage. G Day creates a unique, positive lived experience for girls, including a wide range of inspiring speakers and interactive activities addressing topics such as Sisterhood, leadership and social change. More than simply a celebration, the event also addresses positive self-esteem and body image.

*"Girls these days are up against a different set of challenges than what I experienced. G Day is designed to build girls' self-esteem, as well as compassion and respect for other girls,"* says Shaw, citing recent statistics that one in three Canadian adolescent students have reported being bullied, and that girls are more likely to be bullied on the Internet than boys.

Inspired by the African proverb, "It takes a village to raise a child," G Day provides a counterweight to the negative emotional and social issues that can arise during adolescence by emphasizing supportive family and community relationships. Girls' parents and other supportive adults, referred to as "Champions," are encouraged to attend a concurrent program, joining with the girls at the end of the day in a secular rite of passage ritual and reception.

The G Day Toronto speaker line-up includes:

- **Kate Winfield:** Founder, Fearlessly Girl
- **Kathryn Barrett:** Youth Program Lead, Ladies Learning Code
- **Jamie Ridler:** Founder, Jamie Ridler Studios
- **Tanya Geisler:** Leadership Coach and "Empress of Empowerment"
- **Vivek Patel:** Conscious Parenting Educator
- **Zahra Haji:** Yoga and Fertility Wellness Specialist
- **Kim & Amy Sedgwick:** Founders, Red Tent Sisters
- **Lola Bunz (MC):** Spoken Word Artist

**G Day Central Media contact:** Madeleine Shaw, Creative Director,  
[madeleine@gdayforgirls.com](mailto:madeleine@gdayforgirls.com) or 1-888-590-2299

**Toronto Media Contact:** Emily Rose Antflick, G Day Toronto Community Leader,  
[toronto@gdayforgirls.com](mailto:toronto@gdayforgirls.com) or 1-416-301-0099  
[www.gdayforgirls.com](http://www.gdayforgirls.com)