



FOR IMMEDIATE RELEASE
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Event Offers Girls a Modern Rite of Passage

Vancouver, British Columbia, Canada - As a girl approaching puberty, **G Day for Girls** founder **Madeleine Shaw** wished for some form of acknowledgement of her arrival into adolescence. *"I was really excited and curious 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 45 year-old explains.

The acknowledgement never happened. However, it never left her imagination. Inspired by a chance meeting with an event planner with whom she shared her vision for an event to celebrate and empower girls entering adolescence, Shaw decided to make it real: the first "G Day" event will be taking place **Monday, April 28th**, 2014 at the **Villa Amato Ballroom**, 3rd Floor, 88 East 1st Avenue, Vancouver, BC V5T 1A1.

The day-long event for 300 girls ages 10-12 will include a wide range of speakers and activities, addressing topics including sisterhood, leadership, and social change. More than simply a celebration, the event also has a more serious side: addressing body image, as well as the social conditions that underlie bullying.

"Girls these days are up against a whole new set of challenges than what I experienced. I want G Day to build girls' confidence and self-esteem, as well as compassion and respect for other girls," says Shaw, citing recent statistics that 1 in 3 Canadian adolescent students have reported being bullied, and that girls are more likely to be bullied on the Internet than boys.

More than just a one-day event, G Day is a new global social movement modeled on Canadian social impact success WE Day, that Shaw hopes to see replicated in cities and towns globally.

"G Day is a day for us as a community to wrap our arms around our girls and celebrate them as their unique selves, just how they are. As an educator, I know this is exactly what girls need," says Sexual Health Educator and G Day leadership team member, **Saleema Noon**.

The Vancouver event speaker lineup will feature:

- Big Brother Canada star and CBC radio host **Suzette Amaya**
- **Ish Jhaj**, founder of Shooting for Hope, a non-profit that teaches soccer to girls in India
- "Sexplainer" educator and blogger **Marnie Goldenberg**
- Girlvana Yoga founder **Alex Mazerolle**

For more information and tickets, visit gdayforgirls.com.

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