



FOR IMMEDIATE RELEASE

G Day Provides Top Ten Back-to-school Must-haves for Tween Girls

VANCOUVER, BC September 2, 2015 - While many tween girls are busy making back-to-school wish lists filled with school supplies, locker accessories and the latest fashions, **G Day** is offering parents a **refreshing take** on what girls really need and how to help them get it.

Founded in Vancouver in 2014, G Day is a day-long rite of passage celebration series designed to welcome girls ages 10 to 12 into adolescence. The most recent G Day took place in Toronto in April 2015; upcoming G Days are slated for September 20 in Victoria and October 23 in Vancouver.

Local entrepreneur and G Day Founder Madeleine Shaw offers up the following non-material top 10 back-to-school must-haves for tween girls:

1. Positive self-esteem
2. Supportive peer and family relationships
3. Courage
4. Compassion
5. Strength
6. Inspiration
7. Empowerment
8. Healthy body image
9. Community connectedness
10. Hope for the future

Although these “must-haves” may be on every parent’s wish list, it can be overwhelming to help their daughters navigate the critical transition from childhood to adolescence, especially with the enormous pressures facing young girls today. This is where **G Day** comes in.

*“G Day helps girls build a **strong social and emotional foundation** from which they can take on the challenges and opportunities in the year ahead. Our program focuses on building girls’ self-esteem, as well as compassion and respect for other girls,”* says Shaw, citing a report showing that from pre-adolescence through their teens, Canadian girls show a decline in mental health and emotional well-being, with self-esteem decreasing as stress increases (Freeman et al. 2011).

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 peer, family and community relationships.

A unique aspect of G Day is the inclusion of “Champions” (parents and/or other supportive adults in girls’ lives) as full participants. The morning starts with facilitated intergenerational

sharing between both groups. Following the traditional rite of passage format, girls and Champions are then separated, with each going on a symbolic "journey."

The journeys include a range of inspiring speakers and interactive activities addressing topics such as leadership, global awareness, positive self-esteem and body image for the girls, while Champions learn from experts about parenting and relationship issues. The integration of art, movement and music make the day fun and engaging for all participants.

At the day's close, Champions welcome the girls back into the "village" in a celebration to demonstrate that the girls are seen, heard, and deeply cared for by the broader community.

The upcoming events are expected to draw at least 150 girls and 100 adults.

Upcoming G Day Dates & Locations:

G Day Victoria, Sunday, September 20, 2015

Location: Mary Winspear Centre, 2243 Beacon Ave W, Sidney, BC

G Day Vancouver, Friday October 23rd, 2015 (provincial Pro-D day)

Location: Creekside Community Recreation Centre, 1 Athletes Way, Vancouver, BC

Tickets:

\$75 each. Limited quantities of Sponsored tickets are available for families who would not otherwise be able to attend for financial reasons.

G Day Vancouver Presenters:

G Day Vancouver's presenter lineup boasts several well-known local personalities including:

- Vancouver city councillor and deputy mayor **Andrea Reimer**
- Global TV News Anchor **Sonia Sunger**
- Clinical Therapist and Mental Health Expert **Michele Kambolis**
- Sexual Health Educator **Saleema Noon**
- Richmond city councillor and former Olympic athlete **Alexa Loo**

About G Day

GDay is a global social movement marked by community events held across Canada where Girls and their Champions (parents/guardians and others playing a meaningful role in supporting Girls futures) come together to acknowledge, embrace and celebrate Girls as they transition between childhood and adolescence.

About Madeleine Shaw

Madeleine Shaw is a social entrepreneur known for her longstanding commitment to progressive business practices and gender equality. She is the co-founder of Vancouver-based **Lunapads**, an award-winning natural products web retailer, and a Director of **United Girls of the World**, a non-profit society that empowers girls around the world by providing them with the tools they need to develop positive self-esteem. She is also a recent graduate of the inaugural Vancouver cohort of the THINK School of Creative Leadership and the proud Mom of a 10-year-old daughter.

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