

 **G Day Vancouver returns on October 23rd!**

Vancouver, BC, Canada - **G Day Vancouver** is taking place on **Friday October 23rd, 2015** at the **Creekside Community Recreation Centre**, 1 Athletes Way, in Vancouver.

The day-long event - the third to take place to date in Vancouver - is expected to draw at least 150 girls and 100 adult "Champions" (parents and other supportive adults) in a modern day rite of passage, celebrating and empowering 10-12 year old girls as they transition from childhood into adolescence.

"G Day is designed to build girls' self-esteem, as well as compassion and respect for other girls," says G Day Founder Madeleine 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.

Shaw, co-founder of [Lunapads](#), an online natural products retailer, launched G Day in 2014 in Vancouver, holding two events attended by over 500 people. The gatherings received significant [media coverage](#), leading to other communities asking to participate. G Day Toronto launched in April 2015 (see [video](#) and [press coverage](#)), and [G Day Victoria](#) is taking place on September 20th, 2015.

A key aspect of G Day's evolution is its inclusion of Champions as full participants. The morning starts with facilitated intergenerational sharing between both groups. Following the traditional rite of passage format, the groups are then ritually 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 secular ritual to demonstrate that the girls are seen, heard, and deeply cared for by the broader community.

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

- Global TV News Anchor **Sonia Sunger**
- Clinical Therapist and Mental Health Expert **Michele Kambolis**
- Sexual Health Educator **Marnie Goldenberg**

Tickets are \$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 Media Contact:

Sandra Garcia, President, Conscious PR Inc.
sandra@consciouspr.com or [1.604.721.0030](tel:16047210030)