



Inaugural G Day Victoria Celebrates Adolescent Girls

Victoria, BC Canada - **G Day Victoria** is taking place on **Sunday, September 20th, 2015** at the **Mary Winspear Centre** in Sidney, BC.

The day-long event is expected to draw up to 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. Following successful events in [Vancouver](#) and [Toronto](#), this the first G Day to take place in the Victoria area.

As a girl approaching puberty, G Day for Girls founder **Madeleine Shaw** wished for an acknowledgement of her own 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 award-winning social entrepreneur and mother of a 10-year-old daughter explains.

While the acknowledgement never came, the vision never left. Shaw, co-founder of [Lunapads](#), an online natural products retailer based in Vancouver, BC, decided to make the dream into reality. In 2014, Shaw launched G Day 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](#)), kickstarting the growth of the movement across Canada and the U.S.

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.

"G Day is designed to build girls' self-esteem, as well as compassion and respect for other girls," says Shaw, citing a recent 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).

The day includes a range of inspiring speakers and interactive activities addressing topics such as Sisterhood, leadership and social change, 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 help make the day fun and engaging for all participants. At the end of the day, Champions join the girls in a secular ritual to demonstrate that these girls are seen, heard, and cared for by their community.

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

- KOOL 107.3 Morning Host **Robin Farrell**
- Writer **Monique Gray Smith**
- Bellyfit founder **Alice Bracegirdle**
- Award-winning Sexual Health Educator **Saleema Noon**

Tickets are available here: <https://gdayforgirlsvictoria.eventbrite.ca>. Early Bird tickets are available until June 30, and limited quantities of Sponsored tickets are available for families who would not otherwise be able to attend for financial reasons.

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