



FOR IMMEDIATE RELEASE

Toronto Rite of Passage for Adolescent Girls Aims to Counteract Technology-Fuelled Pressure

TORONTO – August 20, 2018

Girls from across Toronto are invited to come together to celebrate their transition from childhood to adolescence at G Day Toronto, a multi-generational rite of passage celebration. The full-day immersive experience will take place on **October 14** in the **Appel Salon at the Toronto Reference Library**. The event aims to gather 150 girls and 150 adults, and aligns with International Day of the Girl on October 11.

Today's youth, and particularly girls, are facing unprecedented challenges to the development of a healthy sense of self-esteem, body image and personal empowerment in the face of immense, technology-fuelled social pressure.

According to the Canadian Women's Foundation, as girls enter adolescence, from ages 9 to 13, their confidence declines sharply and they experience higher rates of depression. In Grade Six, 36% of girls say they are self-confident, but by Grade Ten this has plummeted to only 14%.

"In order to develop a positive sense of self-esteem, it is essential for girls to have a sense of emotional safety and connectedness," says **Madeleine Shaw, Founder of G Day**. "G Day creates this through a shared, lived experience of story-based sharing, creative activities and pure fun."

G Day is a one-day celebration that honours the transition between childhood and adolescence, and includes parents and other supportive adults in girls' lives. Girls and adults alike will be inspired by a diverse lineup of local Toronto leaders, activists and performers including:

- **Jill Andrew**, MPP for Toronto St.Paul's and the co-founder of Body Confidence Canada (*available for interview*)
- **Gemma Sheehan**, a gold medal-winning martial artist
- Former Miss Plus Canada **Sarah Taylor**
- A panel of the city's leading menstrual equity advocates
- **Available for interview** are **Emily Antflick**, G Day Toronto Community Leader, and **Madeleine Shaw**, the Founder of G Day.

Girls at the cusp of adolescence stand at a critical moment. G Day provides a profound experience that will resonate and resound with girls as they enter their teen years.

Tickets went on sale on August 15, and are available at <http://gday.world/toronto2018/>.

For media inquiries and to arrange an interview, please contact:

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G Day

A national rite of passage event series that celebrates the transition between childhood and adolescence in tween girls ages 10 to 12. G Days are day-long experiential learning experiences that include parents and other supportive adults that create a unique emotional imprint that supports positive self-esteem, peer and family relationships in a community context. Since 2014, eight G Days have been held in communities across Canada.

United Girls of the World Society

United Girls of the World (UGW) is a registered charity based in Vancouver, BC. UGW's purpose is to advance education by developing and providing workshops, seminars and other educational tools for girls and their families on issues affecting the well-being of girls.

Supporters can sponsor a girl to attend G Day for a \$75 tax deductible donation at gday.world/donate.

Event Details:

G Day Toronto

Sunday, October 14, 2018 – 9:00 am to 4:30 pm

Appel Salon at the Toronto Reference Library

789 Yonge Street, Toronto, Ontario

Tickets available at <http://gday.world/toronto2018/>.

Early bird tickets are \$40 and available until September 4. Regular tickets are \$50 each.