



of Carpinteria

NEWS

FOR IMMEDIATE RELEASE

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Girls Inc. of Carpinteria Launches #IamGirlsInc Campaign, Joins Global Giving Tuesday Movement

CARPINTERIA, CA, November 9, 2016—[Girls Inc. of Carpinteria](#) has launched a new campaign to drive support and awareness of its mission this Giving Tuesday, a global day dedicated to giving back and celebrating generosity worldwide. The #IamGirlsInc campaign will highlight--through its social media platforms--individuals who embody the organization's mission leading up to Giving Tuesday, held this year on November 29.

"Our programming is focused on inspiring girls to value themselves, discover their inherent strengths, push through obstacles and achieve their goals," said Victoria Juarez, executive director of Girls Inc. Carpinteria. "We know that girls can thrive when they receive messages of aspiration, have access to role models, and have the knowledge and opportunities to explore and envision who they can become. This state of mind is a part of our culture here at Girls Inc. of Carpinteria – and we take pride in seeing our core values shine through not only in our members, but also in our alumni, staff, supporters and champions of the organization."

Following are a few of the organization's #IamGirlsInc models:



Sophia C., Girls Inc. Member

When Sophia first joined Girls Inc. last fall, she had recently moved to town with her family and knew very little English. She received extra support and motivation from Girls Inc.'s dedicated program facilitators to succeed in school and in learning English as a second language. Within about six months, Sophia was reading at 90 words per minute. She has a passion for science and dreams of becoming a marine biologist. #SMART



Karina J., Girls Inc. Alumna

Karina was a Girls Inc. of Carpinteria member from the age of five through high school. She refers to this time as "a transformative, life-changing experience" which led Karina to select her college of choice, shaped her career interests, and helped make the idea of college financially possible. Karina became a Girls Inc. National Scholar and received \$30,000 through Girls Inc. scholarships to attend her dream school, Columbia University, which she first heard of through a Girls Inc. trip to New York. She graduated in the spring and soon after, secured a marketing position for Doctors Without Borders. #BOLD



Lori Pearce, Girls Inc. Supporter

Lori serves as director of information systems at NuSil Technology and is a Girls Inc. advocate. Lori supports the organization because she says "it feeds my soul to inspire girls to enjoy the sciences." She was lucky growing up to have a strong mother who encouraged her to participate in the sciences and hopes that, through Girls Inc., she can pay it forward to those who may not receive that same encouragement at home. #STRONG

Though its Giving Tuesday campaign, Girls Inc. of Carpinteria hopes to inspire community members to give back in impactful ways to the charities and causes they support. Whether it's signing up to volunteer or making a financial donation, each and every contribution will help make a difference.

Individuals are encouraged to [follow](#) Girls Inc. of Carpinteria on Facebook this month and use the #IAmGirlsInc hashtag to share how they are invested in the nonprofit's mission to create a better future and inspire all girls to be strong, smart and bold.

For more information about Girls Inc. of Carpinteria, please visit girlsinc-carp.org or call 805-684-6364.

Girls Inc. of Carpinteria is a member of Girls Incorporated®, a nonprofit organization that inspires all girls to be strong, smart, and bold. With local roots dating to 1864 and national status since 1945, Girls Inc. has responded to the changing needs of girls through research-based programs and public education efforts that empower girls to understand, value, and assert their rights. We provide programs for girls 6 to 18 years old that focus on science, math, and technology; health and sexuality; economic and financial literacy; sports skills; leadership and advocacy; and media literacy. To learn more, become a volunteer or offer support, please visit www.girlsinc-carp.org/.

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