

AllyKatzz Tween Girl Town Hall Meeting



"DENIMMESSAGING" W/CELEBRITIES

MEET A.L.L.Y. AWARD WINNERS

AMAZING \$\$\$ GOODY BAGS

UCLA Hall of Fame March 13, 2010 · 11:15am-7:00pm

ATTENDEES

143 Tween Girls ages 8-14

115 Adults (Parents/Chaperones/ Guest Speakers/Volunteers)

23 Celebrities

TWEEN GIRL DEMOGRAPHICS*

White: 33%

Hispanic/Latina: 41%

Black/African American: 9%

Asian: 11%

Other: 2%

*119 girls answered questions

JAY CHEESE! THM PHOTO GALLERY



see more at tweensummit.com

























CELEBRITY LIST











Anna Margaret - Disney's Starstruck Jonathan Morgan Heit - Bedtime Story/Valentine's Day Sage Northcutt - Mixed Martial Arts Champion Francia Raisa - Secret Life/Cutting Edge Alexandra Rose Rieger - Akeelah and the Bee Stephanie Scott - Dance, Dance Chicago Taylor Spreitler - Days of Our Lives Bella Thorne - Dance, Dance Chicago

> Remy Thorne - Rubber Brooke White - American Idol Emerald-Angel Young - Law Abiding Citizen

Dani Thorne - Hannah Montana

















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AK TWEENS ANNOUNCES THE ALLYKATZZ TWEEN TOWN HALL MEETING -150 Tween Girls to Descend on UCLA's Campus on March 13th, 2010 to Speak Up and Be Heard by Policy Makers, Celebrities, Marketers and Media-

New York, January 26, 2010- AK Tweens, the nation's leading tween girls' marketing/consulting firm and AllyKatzz.com, the largest COPPA compliant tween girl social networking site- both with tween expert Denise Restauri at the helm- today announced the First Ever AllyKatzz Tween Town Hall Meeting scheduled for March 13th, 2010 at UCLA's Hall of Fame.

Due to the overwhelming success of the Inaugural AllyKatzz Tween Summit held in Washington, DC in October 2009- AK Tweens and AllyKatzz.com founder Denise Restauri felt compelled to offer girls across the nation a similar opportunity- thus the concept of the AllyKatzz Tween Town Hall Meeting was born. States Restauri, "Tween girls want to be heard and to create positive change in the world they stand to inherit. The annual AllyKatzz Tween Summits (next planned for October 2010 in NYC) and Town Hall Meetings give girls the stage to be heard and opportunities to change their world. Since their interests are wide and varied we'll be covering the environment, education, bullying, animal abuse, body image, products and branding as well as philanthropic efforts that are spearheaded by teens and tweens that they can emulate."

The FREE one-day only AllyKatzz Tween Town Hall Meeting will welcome 150 tween girls, ages 8-14, from across California and the US to UCLA's Hall of Fame. Scheduled to begin at 11:15am and end at 7pm, the day will encompass a keynote address that emphasizes the importance of tweens speaking up, taking action, and making a difference in their world, a hands-on "meet & greet" with "world changers"spotlighting ten of the US's most inspiring tween/teen girls and boys who are committed to changing the world by having formed their own non-profits, a chance to get active with some of UCLA's most awe inducing female athletes, an opportunity to spread goodwill through DenimMessagingTM- (they'll bring in jeans to donate to the homeless and after turning them inside out the tweens will decorate the legs with words of hope and inspiring phrases), and a chance to "Speak Up & Share" with the "Listening Panel" - a group of accomplished adults from politics, entertainment, fashion, sports, etc. that want to know what tweens want. Throughout the day they'll also interact with some of the hottest tween celebrities and singers! This groundbreaking day will be moderated by tween expert, AK Tween and AllyKatzz.com founder Denise Restauri along with author, Seventeen Magazine columnist and self-esteem expert Jess Weiner (www.jessweiner.com).



AOL'S JSYK, BATH & BODY WORKS, EMILY THE STRANGE, MACMILLAN CHILDREN'S PUBLISHING GROUP, AND PENGUIN YOUNG READERS GROUP, JOIN DOVE GO FRESH DEODORANT AND MATCHING BODY MIST AS OFFICIAL SPONSORS OF THE ALLYKATZZ TWEEN TOWN HALL MEETING -AllyKatzz Tween Town Hall Meeting on UCLA's Campus, Westwood, CA March 13, 2010 to Give Tween Girls the FREE Opportunity to Stand Up, Speak Out, and Be Heard -

New York, February 22, 2010- AK Tweens, the nation's leading tween girls' marketing/ consulting firm and AllyKatzz.com, the largest COPPA compliant tween girl social networking site- today announced that AOL's JSYK, Bath & Body Works, Emily the Strange, Macmillan Children's Publishing Group, and Penguin Young Readers Group have joined Dove go fresh Deodorant and Matching Body Mist along with Chronicle Books, Clutch for Cures, Crayola, Daisy Rock Girl Guitars, Discovery Girls Magazine, Gaby'z, Hint water, Hollywood Teen'Zine, IZZE, Kathy Wilson Atelier, O.N.E., O.P.I., Ottilie and Lulu, Pinc Premium, Popstar! Magazine, Tea Party Angels, SciGirls, Stonyfield Farm, Inc., and SweetyHigh.com as Official Sponsors of the First AllyKatzz Tween Town Hall Meeting scheduled for March 13, 2010 at the UCLA campus in Westwood, CA.

"I'm thrilled that these companies are enthusiastically joining us in our mission to give tween girls a platform to Stand Up, Speak Out, and Be Heard," stated Denise Restauri, CEO and founder of both AK Tweens and AllyKatzz.com. "These companies are whole-heartedly embracing the fact that tweens have voices that need to be supported and nurtured."

The FREE one-day only AllyKatzz Tween Town Hall Meeting will welcome 150 tween girls, ages 8-14, to UCLA's campus. Beginning at 11:15am and ending at 7pm, the day will encompass a keynote address that emphasizes the importance of tweens speaking up, taking action, and making a difference in their world, a "Meet & Greet" with the inaugural group of A.L.L.Y. Award winners- inspiring tween/teen girls and boys- committed to changing the world, a chance to get active with some of UCLA's female athletes, an opportunity to spread goodwill through DenimMessagingTM- (they'll bring in jeans to donate to homeless teens after they've decorated them and custom hangtags with words of hope and encouragement), and a chance to "Speak Up & Share" with the "Listening Panel"- a group of accomplished adults from media, entertainment, fashion, etc. that want to know what they want. Throughout the day they'll also interact with some of the hottest tween celebrities and singers!

There is a Parent Track which will enhance and support what the tweens are learning. For more information and to apply to attend the AllyKatzz Tween Town Hall Meeting visit http://www.tweentownhallmeeting.com.



AK TWEENS ANNOUNCES DOVE® GO FRESH DEODORANT AND MATCHING BODY MIST AS PREMIER SPONSOR OF ALLYKATZZ TWEEN TOWN HALL MEETING

-AllyKatzz Tween Town Hall Meeting on UCLA's Campus, Westwood, CA March 13, 2010 to Give Tween Girls a Voice -

New York, February 22, 2010- AK Tweens, the nation's leading tween girls' marketing/consulting firm and AllyKatzz.com, the largest COPPA compliant tween girl social networking site- today announced that Dove go fresh Deodorant and Matching Body Mist, manufactured by Unilever, has signed on as Premier Sponsor of both the First AllyKatzz Tween Town Hall Meeting scheduled for March 13, 2010 at the UCLA campus in Westwood, CA as well as a Premier Sponsor of the 2nd Annual AllyKatzz Tween Summit scheduled for October 10, 2010 in New York City.



Dove go fresh is a returning sponsor - having participated in the overwhelmingly successful Inaugural AllyKatzz Tween Summit in October 2009. "We could not be more pleased to have Dove go fresh Deodorant and Matching Body Mist as our Premier Sponsor," said Denise Restauri, the tween expert and CEO and Founder of both AK Tweens and AllyKatzz.com. "They were extremely enthusiastic when we launched our Summit so we are

thrilled that they've decided to continue reaching out to tween girls through AllyKatzz. These events are FREE to girls because of the generosity and support of brands like Dove go fresh Deodorant and Matching Body Mist."

Dove's primary mission is to empower women and girls of all ages. "Dove go fresh Deodorant and Matching Body Mist is focused on helping girls find ways to overcome those sweat-inducing moments with self-confidence," says Jay Mathew, Marketing Director for deodorants at Unilever. "We are excited to be working with AllyKatzz to help give young girls a place to be heard, a chance to voice their opinions and an opportunity to better realize their confidence potential."

As the Premier Sponsor of the 2010 AllyKatzz Town Hall Meeting, Dove go fresh Deodorant and Matching Body Mist will host a "Don't Sweat the Tween Years" session for parents. Author and confidence expert, Rosalind Wiseman, will provide tips and advice to help parents inspire their tweens to feel confident, despite external stresses.

Parents that are unable to attend can visit www.DontFrettheSweat.com for tips from Rosalind and real life stories about how parents are transitioning their tweens into confident and self-reliant teens. The Web site is a great guide to sweat, kids and confidence.



AK TWEENS LAUNCHES THE A.L.L.Y. (ALLYKATZZ LINKS LEADING YOUTH) AWARDS & CERTIFIK.A.T.'S (KIDS ACTING TOGETHER) OF ACHIEVEMENT -Inaugural Group of Philanthropic Youth to be Inducted at the AllyKatzz Tween Town Hall Meeting, March 13th, 2010-

New York, March 5, 2010- AK Tweens, the nation's leading tween girls' marketing/consulting firm and AllyKatzz.com, the largest COPPA compliant tween girl social networking site today announced the launch of the A.L.L.Y. Awards and CertifiK.A.T.'s of Achievement with the first group of inductees to be honored at the AllyKatzz Tween Town Hall Meeting scheduled for March 13th, 2010 at UCLA's Hall of Fame.

Based on feedback from the AllyKatzz Tween Summit held in October, 2009- Denise Restauri, founder and CEO of both AK Tweens and AllyKatzz, realized that the attendees wanted to know not just that they COULD and SHOULD make a positive difference in the world but they needed to learn HOW. "I knew then that the best way to empower girls would be to introduce them to tweens and teens that they could emulate- ones who saw a problem or an injustice and devised or assisted with solutions!" expressed Restauri.





AK Tweens is pleased to announce the inaugural group of A.L.L.Y Award Winners-tweens/teens that founded their own non-profits- who will be present for "Meet & Greets" at the AllyKatzz Tween Town Hall Meeting: Code Blue, Inc. of Mitchellville, MD, Cupcakes for Cancer of Solvang, CA, Green Youth Movement of Beverly Hills, CA, Kids Helping Kids of Brentwood, CA, Kids Who Care Foundation of Irvine, CA, One Is Greater Than None of Merrick, NY and Step by Step of Kentfield, CA. CertifiK.A.T.'s of Achievement will also be awarded that day to Alexandra Rose Rieger of In a Perfect World, CA, Emerald-Angel Young of Tea Party Angels, NY, Johna Rivers of Actionist® Network, CA, and Megan Kilroy of Team Marine, CA, for their efforts within larger organizations.

States Restauri, "These tweens and teens highlight the very best of what youth today stands

for. They had the insight, the compassion, the courage,

the willingness, and ultimately the commitment to stand up, speak out, and lead others by spearheading their own charities or making an impact on a larger non-profit. I am so thrilled to honor them and look forward to expanding the reach of the awards at future AK Tweens events. We are forming a Network of philanthropic youth."



EMILY THE STRANGE TO SPONSOR ALLYKATZZ TWEEN TOWN HALL MEETING

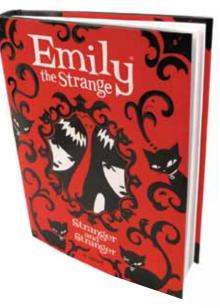
Outspoken Icon to Encourage Tweens to Speak Out



NEW YORK, NY, March 12, 2010 — Emily the Strange is NOT your average 13-year-old girl, but for that matter, what girl IS average? Global licensing agency Gator Group announced today that Emily the Strange is slated to be a Gold Level Sponsor for the upcoming AllyKatzz Tween Town Hall Meeting on March 13, 2010. The FREE event will welcome 150 tween girls, ages 8-14, to UCLA's Hall of Fame for an all-day invitation to be seen and heard while learning the importance of taking action and making a difference in their world.

Rob Reger, President and Creative Director of Cosmic Debris, home of Emily the Strange, will make an appearance at the event, interacting with the attendees and signing free copies of his book, Emily the Strange: The Lost Days, now available in paperback form from HarperCollins Publishers.

Over the course of the event, tweens will attend a "Meet & Greet" with the inaugural group of A.L.L.Y. Award winners - tweens and teens who have formed their own non-profit organizations dedicated to changing the world for the better. The altruistic activities will continue with DenimMessaging TM , a creative activity that will include decorating and donating jeans to homeless tweens and teens. Reger and other celebrity attendees will also decorate jeans which are slated to be auctioned off for charity.



"Emily has been 13-years-old for the past fifteen years," Reger states, "For girls going through adolescence, Emily is a powerful icon representing individuality and the doit-yourself movement. We look forward to sharing Emily's story with these influential girls and encouraging our fans to make an impact on the world through self expression."

"Emily the Strange is a strong, self-sufficient tween and her presence at the AllyKatzz Town Hall is a perfect fit," says Denise Restauri, CEO and founder of both AK Tweens and AllyKatzz.com, "She speaks her mind and she follows her own lead without fear of what others may think, which is a largely what this event is about."

AK THM 2010 IN THE PRESS





























teenzine Anna Maria Perez de Tagle couldn't wait to design her jeans for AllyKatzz and Code Blue charity! http://tweetphoto.com/14487450

ShapingYouth @CarolynGraham Pleasure mtg U @AllyKatzz parent panel; agree @JessWeiner is a powerhouse motivator & refreshing voice on #bodyimage (&life!)

drrobyn (WOW! That IS a good day! YAY) @ElinWaldal: Great day w/ daughter @allykatzz Town Hall LA- with @ JessWeiner @RosalindWiseman @shapingyouth

JessWeiner As always, inspired by the brilliant tweens @allykatzz Tween Summit and loved seeing the amazing @shapingyouth there!!MadisenHill amazing day at the AllyKatzz Tween Town Hall Meeting! Met so many incredible people and caught up with some old friends:)

PipersPicksTV #Allykatzz Tween Town Hall = AMAZING! So many charities there started by kids! Thank you 2 all girls who asked 4 autographs&pics! So sweet!

THE OFFICIAL PROGRAM OF THE



ALLYKATZZ 2010 TOWN HALL MEETING



Through my relationship with my own daughter, and her relationships on AllyKatzz.com, I saw that we all have something in common—a passion to make a difference. And sometimes we just need a hand, we need to know there are others out there like us. We need to connect. And that was the beginning of my dream to bring girls together and give you the stage to stand up, speak out and be heard.

Here it is – Today, March 13, 2010 – The First Ever AK Tween Town Hall Meeting. Today is the day when you all connect to make history. Today is the day you tell the world what is on your mind. Today is the day you show the world that although you aren't old enough to vote, you can change the world.

I hope today is the day you realize you are not alone. You'll meet tweens, teens and adults who are here to combine their energy with yours, to support you and help make your dreams and visions come true. We all believe in YOU.

We have big dreams and we are making them all come true. Just look around the room – it's a dream room. It's your room. And I'm so honored and proud to be a part of your day. As you make commitments today, I am making one too—I won't let you down... I'll be with you every step of the way, helping you find your dreams and making them come true.

Onward,

Denise Restayore
Founder and CEO





TWEEN AGENDA

11:15AM - 12:15PM: REGISTRATION & LUNCH

Decorate your Town Hall Meeting books, meet new friends, grab some lunch.

12:15PM - 1PM: PEP RALLY & KEYNOTE ADDRESS

The Town Hall Meeting is about YOU! It's not going to be a boring day of adults talking at you. But there are a few "girls" we want you to meet. Like DENISE RESTAURI, Founder of AllyKatzz. com and The Summit and The Town Hall Meeting. She's been a part of AllyKatzz forever - and she can't wait to meet you!

Keynote Speaker who has tons of GIRL POWER - JESS WEINER! Jess writes a monthly body image column for *Seventeen* magazine, works with celebrities such as Kelly Clarkson, Jennifer Hudson and Jennifer Lopez to spread the message of self-esteem... now she's here for YOU!

1PM - 2:15PM: A.L.L.Y AWARDS, CertifiK.A.T.'s of ACHIEVEMENT AND BECOME AN ACTIONIST®

You'll meet girls and boys who have started organizations and charities that are changing the world. Be inspired, join their causes, or start your own cause and become an Actionist®.

2:15PM - 2:30PM: KICK IT WITH UCLA FEMALE ATHLETES

What does it take to make the UCLA team? See for yourself!

2:30PM - 3PM: ICE CREAM SOCIAL

3PM - 3:30PM: MEET AMERICAN IDOL'S BROOKE WHITE!! MUSIC and MORE!!!

3:30PM - 4:30PM: DM'ing™ with CELEBRITIES for CHARITY!!!

What's DenimMessaging™ or Dm'ing™? It's new and girls at the Town Hall Meeting will join with celebrities to get the movement started!! Every girl will bring a pair of jeans to the Town Hall Meeting. You'll turn the jeans inside out and write inspirational messages on the inside of the jeans. You'll create a "tag" to go on the jeans. Jermaine Crawford's Code Blue team (campaign to help combat tween-teen homelessness) will deliver the jeans—with YOUR message—to tweens-teens who are homeless. Celebrities will join you in changing your world!

4:30PM - 4:45PM: BREAK AND SNACK

4:45PM - 5:45PM: YOU TALK. ADULTS LISTEN. NOW THAT'S CHANGE!

Ever want to tell adults what you think? We're bringing in powerful women who make decisions that impact your world... NOW you can tell them what YOU want and they will listen to YOU!

5:50PM - 6:10PM: RALLY TIME

RAFFLE PRIZES!!!! AMAZING GOODY BAGS!!!!!



************************* THE FIRST EVER AK TWEEN TOWN HALL MEETING

PARENT AGENDA

11:15AM - 12:15PM: REGISTRATION & LUNCH

Parents Join The Girls!

12:15PM - 1PM: PEP RALLY & KEYNOTE ADDRESS

Parents Join The Girls!

1:15PM - 1:45PM: DON'T SWEAT THE TWEEN YEARS

Rosalind Wiseman, author and confidence expert, will provide tips and advice to help parents inspire their tweens to feel confident, despite external stresses.

1:50PM - 2:10PM: WHO'S WRITING YOUR DAUGHTER'S BOOKS?

Meet Victoria Forester, author of the New York Times bestseller The Girl Who Could Fly.

2:15PM - 2:45PM: TWEEN SECRETS - QUIZ THE TWEEN GIRL EXPERT

Denise Restauri, Founder AllyKatzz & AK Tweens shares Tween Secrets - what your daughters are *really* thinking, saying, doing and dreaming. Come prepared with all your questions!

2:45PM - 3:15PM: YOUR DAUGHTER IS AN ACTIONIST®... ARE YOU?

Jess Weiner, self-esteem expert, author, founder of Talk to Jess, LLC and the Actionist® Network, shares what your daughters already know.

3:15PM - 3:30PM: BREAK

3:30PM - 4:45PM: UCLA TOUR

It's a fabulous campus. Your time to check it out.

4:45PM - 5:45PM: RELAX!

The girls are going to be so excited - they'll be talking non-stop all the way home. This is your time to get ready!

5:50PM - 6:10PM: WRAP UP - JOIN THE GIRLS

SEE AND HEAR HOW THEY'RE CHANGING THE WORLD!



MEMES JENS

> Chief Creative Officer, Talk to Jess, LLC Founder, the Actionist® Network

Personal Me: Silly and sassy with a profound love of sour patch kids!! I am a super loyal friend, a die-hard fan of Taylor Swift, and will most often cry at cheesy commercials (at least I admit it). I hate smelly cheese but love white water rafting. I wish I could wear flip-flops all year round and I hope that one day they ban velcro (it kinda freaks me out!)

Professional Me: Author, speaker, self-esteem expert, and advice columnist. I appear on TV shows to talk about body image, confidence, and relationships. You may have seen me on Oprah, Tyra or CNN. I also show up once a month in Seventeen Magazine writing about Body Peace! I have owned my own biz for 15 years (I've never had a boss!). Friend me, Follow me and Find me at www.jessweiner.com

MY CURRENT PROJECT

Right now I am putting all my energy into the Actionist® Network which is a global online community of people who want to make a difference in the world. You can sign up for the Actionist® Network at www.jessweiner.com. I'm also working on writing my next book - about confidence - and working on some super cool media projects for Internet and TV!

MY BIGGEST REGRET

I don't believe in regrets - that means you allow it to stay with you forever. I believe in making choices. Some won't always be the best choice but you can always learn from it. I've hurt people I've loved, I've lied when I didn't have to, and I've disappointed myself - all of that is part of being human and it's something I have learned to forgive in myself and move on (trying not to repeat it!).

MOMENTS I'D LIKE TO REMEMBER

There are so many moments in my life that I have etched in my memory. Riding on the merry-go-round with my Grandpa (who I loved SO much!), my first standing ovation at a speech (can still hear the applause in my head), and the moment I fell in love for the first time (I think I REALLY had butterflies living in my tummy). Life is all about making great memories - each moment is an opportunity to take with you.

WHERE I'D LIKE TO BE 10 YEARS FROM NOW

Coming to an event like the one today and seeing one of YOU up on the stage speaking about all your Actionist® activities and encouraging the next generation of Tweens to do the same!



I am 37 and live in San Francisco, CA. I am the founder and President of Image of Change- a collaborative foundation of like minded leaders in the sports, entertainment and corporate industries who support a diverse scope of programs to empower and change local communities around the world. I have worked in non profit for over 10 years and owned a successful event production company. I love my work and know that everyday I wake up it's my "soul" purpose to make this world a better place.

My motto: "Never give up- and always give thanks".

MY CURRENT PROJECTS

Covering the Mic Youth Leadership Network- In an effort to inspire youth to use the power of their voice and make a positive difference, Image of Change has launched Covering The Mic. The interactive platform provides youth an opportunity to learn about, report on and discuss a multitude of issues such as social justice, conservation, education, health and poverty.

In A Perfect World - IAPW Ambassadors offers young people a wonderful opportunity to serve as liaisons between community youth and the IAPW Foundation. Ambassadors, ages 14-21, serve a one year term coordinating projects to improve their community by encouraging people of all ages to take action and make a difference.

MY BIGGEST REGRET

My one regret is not having a mentor/role model at a young age to teach me how to express my emotions and use the power of my voice.

MOMENTS I'D LIKE TO FORGET

Public speaking on stage in front of thousands of attendees.

WHERE I'D LIKE TO BE 10 YEARS FROM NOW

Traveling the world with my family to help underserved children and making a positive impact on environmental conversation.



ABOUT ME

I often describe myself as a "woman's woman." From a very early age I found identity in the word feminist and sought to take action to change anything I saw as unjust. No one was going to tell me I couldn't do something just because I was a girl. When my friends where hanging posters of rock bands and kittens in their rooms, I made my own posters with pictures and quotes from women in government....along with posters of my favorite Chicago White Sox players (I played softball for many years). Needless to say I've always been a little different, but I relished it. I've been very lucky to find a career that fulfills my passion, working on behalf of women and girls across the country.

MY CURRENT PROJECT

Promoting a new book put together by Lifetime- Secrets of Powerful Women. It's a fantastic book for women, teens and tweens, chalk full of advice and words of wisdom from inspirational women. I'm also ramping up for a new season of Army Wives on Lifetime and thinking about how to support women in the military and military families.

MY BIGGEST REGRET

Not having more fun when I was younger! In high school and college, it's good to be focused on your studies, but make sure to always balance it out with fun and friends.

MOMENTS I'D LIKE TO FORGET

Marching in my band uniform at football games and parades! I was on a mission to make band cool.

WHERE I'D LIKE TO BE 10 YEARS FROM NOW

Working for the first woman president of the United States.



I love the Internet! It gives the ability for entertainment to be an interactive experience that gives the user (you!) the power to have an active voice in the content they are consuming. I have found that life is always better than fiction and the stories people hold are amazing and to be treasured. My current adventure in life, working with Bunim/Murray Productions in their new media endeavors, is exciting because I get to work in a world of figuring out what is next.

MY CURRENT PROJECT

A music web series that is launching very soon and will tell the story of one band's live performance.

MY BIGGEST REGRET

No regrets. While I have not enjoyed all of my mistakes-they have all taught me very important lessons.

MOMENTS I'D LIKE TO FORGET

Getting stuck in a bathroom stall my freshman year of high school. No fun.

WHERE I'D LIKE TO BE 10 YEARS FROM NOW

Creating awesome content that starts conversation.



ABOUT ME

I'm the Founder and President of Daisy Rock Girl Guitars, but that's not all. I'm a feminist, a rock star, an author, and most importantly a mother of two wonderful daughters. Every day, I fight for girls to get their chance to rock out and have a place and a community where they feel welcomed and comfortable to be themselves. I started this revolution to create a better environment within music for my girls, and I am totally thrilled that girls around the world are enjoying making music more and more with a guitar in their hands.

MY CURRENT PROJECT

Leading the Girl Rock Revolution one girl guitarist/bassist at a time.

MY BIGGEST REGRET

Not coming out with Daisy Rock sooner.....

MOMENTS I'D LIKE TO FORGET

I would like to forget dressing up as a cheerleader, dying my hair pink and doing cartwheels in the aisle at my first summer NAMM show.........

WHERE I'D LIKE TO BE 10 YEARS FROM NOW

Watching my girls rock out on stage..... and maybe join them!



ABOUT ME

I am a die-hard entrepreneur and philanthropist who is committed to building confidence and success in women and girls. As a brand strategist, marketing consultant and coach, I founded SheBrand to help female entrepreneurs build powerful personal brands, attract more clients, position themselves as experts in their industries and experience more success in their lives.

MY CURRENT PROJECT

Creating SheBrand.com as a hub where women can come to get tools and resources to build confident, powerful personal brands and effective marketing strategies.

MY BIGGEST REGRET

None - I believe that everything happens for a reason. We are here on an adventure to learn and love. I love my life.

MOMENTS I'D LIKE TO REMEMBER FOREVER

My wedding day - May 12, 2007. It was more magical then I ever could have expected.

WHERE I'D LIKE TO BE 10 YEARS FROM NOW

Living an incredibly balanced, rich life. Continuing to do work that I love, mentoring women and girls, traveling extensively, lots of free time for writing, owning a second home in New Orleans (my hometown) where I spend at least two months each year.



When I was very young, I always felt I could do anything I wanted in life if I put my mind to it. I didn't feel there were barriers to entry. As I grew older, I started to realize and see for myself, that women did not have the same advantages as men. It made me all the more determined to be successful in my pursuit of my dreams, but more importantly, it made me very aware that my real contribution in the world would be to break down barriers so that the women who came after me would not have to face the same level of discrimination that has come before them. I continue to balance my time between my own dreams, and supporting those of others.

MY CURRENT PROJECT

In the last year, I started a company with another women – a mobile gifting platform. We allow friends to give each other gifts directly to their mobile phones. It has been an interesting experience to start my own company. I am now moving into an advisory role and pursuing a position in a new, bigger company as that is where I find the most satisfaction.

MY BIGGEST REGRET

I believe there is a reason for everything, therefore, no regrets, just gratitude for the lessons and my journey in life so far.

MOMENTS I'D LIKE TO FORGET

My bad attitude at my first job out of college. Het my frustration with the discrimination in the workplace taint my behavior. A female peer pulled me aside and said Leither needed to stop complaining or leave. I stopped complaining and found a new job. It was just the "slap in the face" I needed to take responsibility for myself. I will always appreciate her comment, albeit hurtful at the time.

WHERE I'D LIKE TO BE 10 YEARS FROM NOW

I'd like to be well positioned as a CEO/President of a highly regarded global brand with time for volunteering and spending time with my friends and family.



I am a person who loves working with girls because they challenge me, they make me laugh, and they are not afraid to tell me when I'm wrong. I'm probably best known for my book Queen Bees and Wannabes that was the basis for the movie Mean Girls, but I have also just released my first young adult novel called Boys, Girls & Other Hazardous Materials.

MY CURRENT PROJECT

I'm currently traveling the country on my 10-city Girl World Tour sponsored by Dove go fresh Deodorant. At these book tour events I get moms and daughters talking and laughing about the challenges and triumphs of the tween and teen years, and give concrete strategies for navigating these waters effectively. And the coolest part is that everyone that attends gets a copy of one of my books and a gift bag from Dove go fresh to take home.

MY BIGGEST REGRET

I don't have any regrets because I've never made mistake. Haha! Just kidding. I make mistakes all the time and definitely have been embarrassed but pride myself on usually being able to get to a place where I can learn from and appreciate the experience.

MOMENTS I'D LIKE TO FORGET

A moment i'd like to forget is when i've had a thousand high school boys laugh at me because I wasn't doing a good enough job presenting. But I asked some people to stay after and talk to me about what happened, and even though it was uncomfortable to receive criticism it really helped.

WHERE I'D LIKE TO BE 10 YEARS FROM NOW

I really don't know. I'm interested in figuring that out when I have time to stop and think about it! For now I'm enjoying what I do in getting to travel and meet so many different people. One goal would be to have more time to travel and explore the world with my husband and two boys.



Brooke White, a former nanny who became an American Idol finalist in 2008, has these incredible things to say, about herself and her "American Idol" experience:

"As a singer-songwriter, I don't have any barriers," says Brooke White, "For the type of music that I play, I think it's important that I remain unguarded and open, vulnerable... Vulnerable is something that I both am, and at times wish I wasn't. It's the only way I know how to be..."

"The show was really big for me," she explains, noting the psychological impact of the larger-than-life reality surrounding the contestants. "I felt very small on the show, and I started out a lot more naïve about it, which is why I think I was better off in the beginning. You're in this very protective bubble where you're away from the media, you don't look online if you don't want to, and you just go out there and you do your best each week. It wasn't until I got farther along that it started to become very emotional for me."

The oldest of four siblings, her parents passed their love of music on to their children, and that love has blossomed in Brooke. "My upbringing is entirely the reason that I am the artist that I am today," she says. "My parents are hardcore music fans, and we grew up in a small house, close together all the time. We didn't watch a lot of TV, it was constantly about music. It was the glue that held us together. We'd go on drives just to listen to a Carole King tape, or Fleetwood Mac or the Carpenters. Music was the therapy that made us very happy as a family... I'm not an average music listener. I do this because I really do love it."

High Hopes & Heartbreak is Brooke's first full-length release since American Idol.

A.L.Y. AWARD WINNERS

CODE BLUE, INC. • WWW.CODEBLUECAMPAIGN.ORG JERMAINE CRAWFORD (ACTOR)

Best known for his leading role in the HBO Series, The Wire, Jermaine Crawford created CODE BLUE: reviving a generation- a campaign created to bring awareness of—and to fight against—those issues that threaten youth-including teen homelessness in America.

CUPCAKES FOR CANCER • WWW.MYSPACE.COM/CUPCAKESFORCANCER BLAKELY COLVIN

Fortunate to be alive and happy, Blakely Colvin knows how it feels to be sick. A chemo survivor herself she hopes to make a "sweet" difference in a chemo patient's life. Selling homemade cupcakes for \$1.00 a piece, she and her fellow bakers have raised thousands of dollars.

GREEN YOUTH MOVEMENT • WWW.GREENYOUTHMOVEMENT.ORG • ALLY MAIZE

As the founder of the non-profit, the Green Youth Movement (GYM), 17-year-old Ally Maize has often been called "Los Angeles' Resident Green Teen." Ally founded GYM at the age of 15, shortly after watching Al Gore's An Inconvenient Truth. Small daily changes towards sustainability can make a big environmental impact.

KIDS HELPING KIDS • WWW.KIDZHELPINGKIDS.ORG • TYLER PAGE

Tyler Page started his own non-profit organization, Kids Helping Kids, at the age of 10 after watching an episode of Oprah on child trafficking in Ghana, Africa in 2007. After successfully raising \$50,000.00 he decided to launch his own Leadership Academy where every June-August they have a lemonade stand challenge open to children across the world.

KIDS WHO CARE FOUNDATION • WWW.KIDSWHOCARECLUB.ORG • RISHA SHUKLA

Risha Shukla started The Kids Who Care Foundation with the help of her parents to cheer up and support other children with Pancreatitis and other chronic medical conditions. The "smile pack" box contains 20 "cheer up" cards made by caring youth along with books, dvd's, toys, and board games. Over 10,000 cheer up cards have been sent to kids in hospitals.

ONE IS GREATER THAN NONE • WWW.ONEISGREATERTHANNONE.ORG REPRESENTATIVE: CHELSEA GENDEN

Started by Chelsea Genden and seven friends in 2007, One Is Greater Than None has raised in excess of \$120,000.00 to: rescue and rehabilitate 24 enslaved Ghanaian children, pay for the care and welfare of an additional 24 Ghanaian children, and pay for medical clinics to help thousands of Americans. Actionist® Network Member.

STEP BY STEP • WWW.STEPBYSTEPFORSHOES.ORG • AVERY HALE

Step by Step was started by Avery Hale after seeing photos of shoeless children living high in the cold and rocky Andes Mountains of Peru. Since 2006, shoes have been donated to impoverished villages in Peru, Ecuador, Costa Rica, South America, and Haiti.







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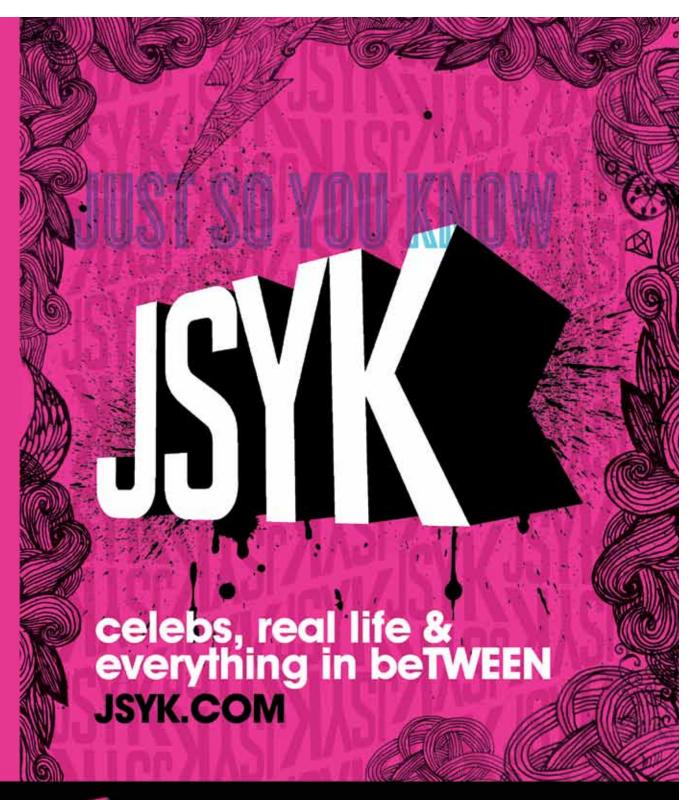
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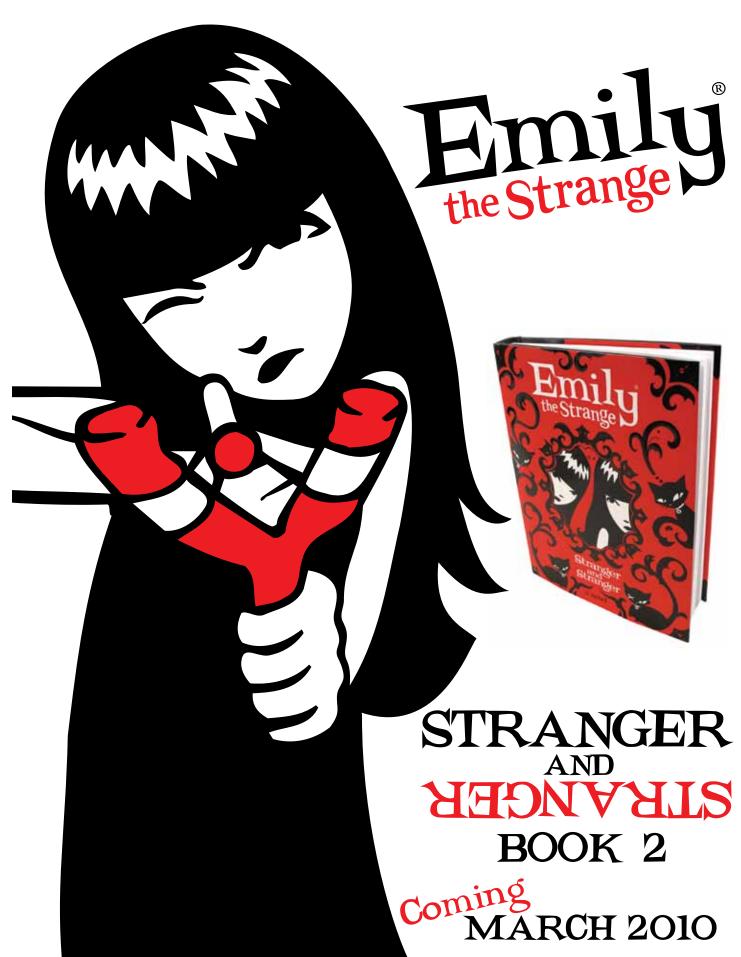




B R REPORTER!

JSYK is looking for a girl to help us cover the 2010 Tween Girls Summit. Tell us why YOU should be our on-site reporter and you could win a trip to New York. Visit JSYK.com/b-r-reporter for details.

The contest will run from March 13, 2010 thru June 30, 2010. Entries will be judged on writing quality and creativity. The winner will be selected in July. Winner must be able to travel to NY in October. See full rules on the site (jsyk.com).



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WHAT'S YOUR INTERNET SAFETY IQ?



- » F __ T U R __ C O N __ E __ U __ N __ E S
 if you don't "Think Before You Post" you might face some negative...
- » P __ I V A __ Y S __ T T __ N G S one way to keep information personal online
- » __ O C __ A L N __ T W __ R __ I N G having an online profile and sharing content with friends and family
- » __ PPS downloadable games and software for your cell phone or computer

- » B L O G G I N G keeping an online journal
- » G __ M I N __ something you shouldn't be doing if you still have homework!
- » O N __ I __ E the opposite of being offline
- » I M C __ A __ almost like having a real-time conversation online
- » ___ M ___ acronym for "Too Much Information"
- » __B __ L acronym for expression, "Read Between The Lines"
- » T E __ T I __ G communicating by phone without talking
- » __ A __ acronym for "Name/Address/ Zip Code"
- » A __ L acronym for " Age/Sex/Location"
- » N __ T __ N S a group of friends who make safer decisions online
- » C E ___ P __ O __E
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