



For Immediate Release

Press Contact:
Lon Bouldin, Ventures Public Relations
917.370.1002
lon@venturespr.com

**THE FIRST NATIONAL TWEEN GIRL SUMMIT
TO LAUNCH IN WASHINGTON, DC
OCTOBER 10**

**Inaugural Summit Brings 9 to 14 Year-old Girls Together to Speak Up and Be Heard by
Policy Makers, Celebrities, Marketers, Media, and Parents**

**Keynotes Alyse Nelson, President and CEO of Vital Voices Global Partnership and Jessica Mendoza,
Olympic Gold Medalist and President of the Women's Sports Foundation,
Address the Next Generation of Leaders**

New York, NY – On October 10, **The First National Tween Girl Summit** will launch a one-day-only, one-of-a-kind annual event welcoming approximately 300 tween girls, ages 9-14, from across the U.S. From 8:00am to 10:30pm in Washington, D.C. at the historic Capital Hilton Hotel. The Tween Summit will examine the minds, motivation, and lives of these tween girls. These passionate, vocal girls have chosen the topics they want to cover - the environment, the economy, education, safety, self-image and more - giving them a platform to voice their thoughts in the Nation's Capital. Through this unique opportunity, tween girls will be heard by attending policy makers, tween experts, celebrities, marketers, media, and parents. The day culminates in the creation of an "I Pledge" video, with the girls committing to positive change and community service. The finale will be the **AllyKatzz Tween Summit Music Festival**, hosted by **Disney Channel's Debby Ryan** and featuring performances by **American Idol's Brooke White, Comic Book Heroes** and many more.

Keynote addresses will emphasize the importance of speaking up, taking action and making a difference. **Alyse Nelson**, President and CEO of Vital Voices Global Partnership, co-founded by Hillary Clinton and Madeleine Albright, will highlight the mission of the organization--to give women the skills and resources they need to lift up themselves, their communities and their countries, as well as working to promote the advancement of women globally. www.vitalvoices.org. Olympic Gold medalist and President of the Women's Sports Foundation **Jessica Mendoza** will speak about the importance of dedication, teamwork and belief in oneself to accomplish life's goals. www.WomensSportsFoundation.org. The entire day is moderated by author and self-esteem expert, *Seventeen* Magazine columnist **Jess Weiner**. www.jessweiner.com

AK Tweens, the nation's leading tween girl research firm, and **AllyKatzz.com**, one of the country's largest COPPA compliant tween girl social networking sites, present The First National Tween Girl Summit. Founded by tween expert **Denise Restauri**, this groundbreaking Summit will cover a range of topics, chosen by the girls, including the environment, the economy, education, personal safety, self-image, and more. "Tween girls have an influence on aspects of consumer culture that we are only now beginning to fully realize and understand," states Ms. Restauri. "Tween girls want to be heard and create positive change in the world they stand to inherit and the Tween Summit gives them that platform." AllyKatzz.com will post online segments of The Tween Summit making the event accessible to the 100,000 AllyKatzz members and hundreds of thousands of additional girls around the world who wish to participate.

www.TweenSummit.com