



For Immediate Release

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THE FIRST NATIONAL TWEEN GIRL SUMMIT ANNOUNCES THE NATION'S "GO-TO GIRL" FOR SELF ESTEEM JESS WEINER AS MODERATOR

**Special Guest Moderators Include
Founders of Champions Against Bullying Alexandra Penn and Leigh Rachel Faith**

To be Held at the Historic Capital Hilton Hotel in Washington, DC on October 10, 2009

New York, NY – **The First National Tween Girl Summit 2009** announces this generation's "Go-to Girl" for self-esteem **Jess Weiner** as this year's Tween Summit Moderator, overseeing the entire day of sessions and activities. In addition, as contributing editor and columnist for *Seventeen* magazine Jess writes a monthly "Body Peace column" teaching girls how to make peace with their body image and she'll lend her expertise to the girls leading a session appropriately titled *Making Body Peace*. At the end of the day, she will lead a session with the girls' parents called *Up Close with Jess Weiner* offering them insight into what their daughters have expressed and learned during The Summit in order to have the most proactive conversations upon their return home. In addition, special guest moderators **Alexandra Penn** and **Leigh Rachel Faith** from Champions Against Bullying will conduct an anti-bullying session entitled "Empower Yourself Online & Off." The Tween Summit is free to attendees by registering at www.tweensummit.com. The Summit will be held at the Historic Capital Hilton Hotel in Washington, DC on October 10, 2009.

"We are beyond thrilled and so appreciative that Jess Weiner is serving as the moderator for The First National Tween Girl Summit," states **Denise Restauri**, founder of The Tween Summit, AllyKatzz.com, and AK Tweens. "The Tween Summit is structured so that the girls can speak up and be heard. Based on listening to the girls, two sessions have been scheduled on body peace and anti-bullying to address the needs they felt most important to them. With the help and leadership of skilled moderator Jess Weiner, during the day the girls will be encouraged to feel comfortable to speak freely and she will engage the other attendees to listen and learn."

Whether **Jess Weiner** is hosting a seminar for mothers and daughters on today's pressure to be beautiful, writing her monthly body image column for *Seventeen* magazine, or working with celebrities such as Kelly Clarkson, Jennifer Hudson, and Jennifer Lopez to spread the message of self-esteem, as the Global Ambassador for the Dove self-esteem fund, Jess motivates the women and girls of America to develop self-confidence, self-knowledge, and self-acceptance. The daylong Summit, hosted by AK Tweens and AllyKatzz.com, will examine the minds, motivation and lives of tween girls, giving them a platform to share their thoughts and opinions on a range of subjects. Jess will moderate this significant event that includes over 300 tween girls from around the country convening with policy makers, experts, and celebrities to discuss a wide range of topics. Parents, politicians and marketers will have the opportunity to hear directly from the girls about what's important to them – from their struggles with peer and parental pressure, to government policy affecting their lives, to what motivates them to buy what they buy. The day's events will culminate in an evening concert performance, including a Red Carpet event, offering a chance for the girls to celebrate this groundbreaking Summit.

Champions Against Bullying founders **Alexandra Penn** and **Leigh Rachel Faith**, recognized experts in school bullying / youth violence, offer the tools, strategies and solutions necessary to stay safe and help stop the

silence that perpetuates the violence. “Learning is Impaired when Children are Scared.” Removing the obstacles that impede learning, such as fear, allows every tween to complete their education and live the life they deserve. When a study finds that the majority of girls 8 to 17 are more worried about being bullied than natural disasters or terrorist attacks – it’s time to pay attention. In the session, "Empower Yourself Online & Off," Alex and Leigh will equip you with insight and solutions to the ever present bullying/youth violence in schools and in cyberspace.

ABOUT JESS WEINER

Jess Weiner is this generation’s “Go-to Girl” for self-esteem. Jess understands the issues facing young women today because she has lived through trauma and drama herself, spending her teenage years struggling with eating disorders and low self-esteem, before finally starting along the path to recovery. She has chronicled her own self-discovery and ultimate recovery from her disorders in her first book, *A Very Hungry Girl*. She has authored numerous social issue plays and her creative gifts of combining art and dialogue have been used to fuse the gap between healing and action in high profile crisis hotbeds such as Columbine High School. Knowing first hand that many women have a conflicted relationship with their body and self-esteem, Jess wrote her second book, *Life Doesn’t Begin 5 Pounds From Now*. Having spent over 15 years on the road listening to the real life issues of women and girls and working as the Global Ambassador for the Dove Self-Esteem Fund, Jess is a frequent contributor on such shows as *The Today Show*, *CNN Showbiz Tonight*, and *The Tyra Banks Show*, where she offers advice on topics ranging from body image to relationships, friendships, family issues and media pop culture. www.JessWeiner.com

ABOUT CHAMPIONS AGAINST BULLYING

Founded in Canada in 2003, **Champions Against Bullying** expanded into the US in 2008 where the team works passionately to ring the alarm on the enormity of school bullying/youth violence and the silence that shrouds it while allowing it to continue. Using the organization’s Prevention – Intervention – Solutions model, they lead workshops for children from pre-school to high school, encompass the bully, victim and bystander, empower them to make the right choices and equip them with the exact tools to thrive. The team also trains teachers and parents how to listen between the lines, recognize the signs of bullying and help their kids safely, while strengthening their self-esteem. Champions Against Bullying is the recipient of the 2006 and 2007 Disney and Parent-to-Parent Adding Wisdom Award for Best Educational Product for their interactive CD-ROM, “The No-Nonsense Guide To Kids’ Bullying Solutions.” www.championsagainstabullying.com

ABOUT AK TWEENS & ALLYKATZZ.COM

AK Tweens is the leading consulting, research and marketing company that captures the thoughts and opinions of tweenage girls and is built around one of the country’s largest COPPA compliant tween girl social networking sites, **AllyKatz.com**. 100,000 tweenage girl members come to AllyKatz.com to share uncensored information about what’s going on in their worlds: opinions, ideas, dreams, people, places, products and trends. AK Tweens is able to translate their thoughts and opinions from “tweenage chatter” into valuable feedback for companies seeking a more meaningful and beneficial relationship with the tween girl market. AK Tweens Founder and CEO, Denise Restauri, is the country’s foremost expert on tweenage girls and is a frequent commentator on national television, newspapers, magazines and radio programs including *CBS Early Show*, *BBC America*, *The Today Show*, ABC, NPR, *E!Online*, *USA TODAY*, *People Magazine*, among many other outlets. www.AKTweens.com.

First National Tween Girl Summit at the Historic Capital Hilton
1001 16th Street NW ▪ Washington, D.C. 20036
October 10, 2009, 8:00am – 10:30pm
www.TweenSummit.com

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