

For Immediate Release

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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).

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TWEENS AND PARENTS: For more information and to apply to attend the AllyKatzz Tween Town Hall Meeting visit <http://www.tweentownhallmeeting.com>

SPONSORS: For more information on sponsorship packages, full day passes and other opportunities, contact Diane Light Waight, 1.770.316.0941 or at diane@allykatzz.com

PRESS: For more information or to register to attend the AllyKatzz Tween Town Hall Meeting please contact Kerry Gillick Goldberg of KGG Enterprises, LLC at 1.516.455.3179 or kerry.gillick.goldberg@gmail.com

GENERAL INFORMATION: For general information on the AllyKatzz Tween Town Hall Meeting visit <http://www.allykatzz.com>, www.tweentownhallmeeting.com or email townhallmeeting@allykatzz.com.

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ABOUT AK TWEENS

AK Tweens is the leading consulting, research and marketing company that captures the thoughts and opinions of tweenage girls and is built around the country's largest COPPA compliant tween social networking site, AllyKatzz.com. 75,000 tweenage girl members come to AllyKatzz.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. Clients include Dove Deodorant, Electronic Arts Inc., PBteen, MacMillan Children's Publishing Group, Disney Records, Universal Music, MGA Entertainment, Red by Marc Ecko, Discovery Channel, Girl Scouts of the US and others.

ABOUT DENISE RESTAURI, FOUNDER & CEO

Denise Restauri is the country's foremost tween girl expert. As Founder & CEO of AK Tweens and AllyKatzz.com, she is able to translate tween thoughts and opinions into valuable feedback and guidance for companies as they develop new products and services, marketing and advertising campaigns, and brands geared for tween and young teen girls. This insight has made Restauri a sought after and frequent commentator on the subject of tween girls on national television, newspapers, magazines and radio programs including CBS Early Show, The Today Show, BBC America, ABC, NPR, E!Online, USA TODAY, People Magazine and many others.

ABOUT JESS WEINER

Jess Weiner, author, self-esteem expert and Global Ambassador for the Dove Self-Esteem Fund, is the founder of Talk to Jess, LLC and the Actionist® Network. In addition to her best selling books, "A Very Hungry Girl" and "Life Doesn't Begin Five Pounds From Now", she writes a column for *Seventeen Magazine* and is a frequent contributor to *The Today Show* and *CNN Showbiz Tonight*. A leader in the confidence community, Jess is best known for bringing attention to the negative effects media images have on the self-esteem of women and girls.