

For Immediate Release

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**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."

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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 the A.L.L.Y. Award winners- 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 DenimMessaging™- (they'll bring in jeans to donate to the homeless and after turning them inside out the tweens will decorate them with words of hope and inspiring phrases), and a chance to "Speak Up & Share" with the "Listening Panel"- a group of accomplished adults from 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 Tweens and AllyKatz.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 AllyKatz 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 diane@allykatz.com

PRESS: For more information or to register to attend the AllyKatz 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 AllyKatz Tween Town Hall Meeting visit <http://www.allykatz.com>, www.tweentownhallmeeting.com or email townhallmeeting@allykatz.com.

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ABOUT AK TWEENS

AK Tweens is the premier tween-teen girl resource for everything girls are, want, and want to be. AK Tweens is built around the country's largest COPPA compliant tween reporter and social networking site, 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. Constantly evolving to address the needs of tweens, in 2009/2010 AK Tweens added Tween Summits and Tween Town Hall Meetings to its arsenal of outreach opportunities.

ABOUT DENISE RESTAURI, FOUNDER & CEO

Denise Restauri is the country's foremost tween girl expert. As Founder & CEO of AK Tweens and AllyKatz.com, she translates tweenage chatter into valuable feedback and guidance for companies as they develop new products and services, marketing and advertising campaigns, and brands geared for girls. Restauri is a frequent commentator on the subject of tween-teen 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.