

TWEEN RESEARCH FIRM, AK TWEENS, AND TWEEN NETWORKING SITE, ALLYKATZZ.COM, ANNOUNCE FIRST EVER NATIONAL TWEEN GIRL SUMMIT

National Tween Girl Summit, “Can’t Vote; Can Change” to be Held in Washington, DC. October 2009

New York, March 11, 2009 – [AK Tweens](#), the nation’s leading tween girl research company and [AllyKatz.com](#), the country’s largest and only COPPA compliant tween social networking site with 75,000 tween girl members, announced today the first ever [National Tween Summit](#), “Can’t Vote; Can Change” to be held October 2009 in Washington, D.C.

Hundreds of tween girls – ages nine to 15 – from around the country, as well as experts, politicians, celebrities and other persons of note are expected to attend the National Tween Summit, which will examine the minds, motivation and lives of tween girls, giving them a platform to share their thoughts and opinions on a wide range of subjects, and giving marketers, policy makers and parents a more thorough understanding of this enigmatic and highly influential demographic.

There are 28.5 million tween girls ages nine to 15 in the United States today (including tween first daughters, Malia and Sasha) and while tweens are often overlooked as a sphere of influence, the facts are this:

- Tween girls independently spend \$51 billion annually
- Tween girls hold considerable sway over an additional \$170 billion spent on them by parents and family
- Tween girls have been the presiding force behind the success of today’s top grossing movies (High School Musical), book sales (Twilight) and music sales (Miley Cyrus, Jonas Brothers)
- Approximately 4 million tween girls will be eligible to vote for the first time in the 2012 election – meaning their opinions now will help shape election outcomes and policy decisions in the years ahead

The two-day long summit will cover a wide range of topics important to tweens, their families, and to marketers and policy makers – from tweens’ thoughts and opinions on the environment, education, personal safety and self-image to their thoughts on what’s hot and what’s not. Noted celebrities – to be announced – will deliver keynote presentations, and expert led panels will help tween girls from around the country, who have been specifically chosen for making a difference in their communities, translate their experiences into practical suggestions and plans for other tweens to take home to implement in their own communities.

“The influence tween girls have on nearly all aspects of consumer culture is only now starting to be fully realized and understood,” said tween expert [Denise Restauri](#), who has been studying the tween market for over a decade and is the CEO and Founder of AK Tweens and AllyKatz.com. “Today’s tween girls are exposed to so much more than their years on earth have prepared them for and that exposure is influencing everything from their own personal development and growth to the way they see, interact and impact the world around them. To ignore or dismiss this demographic as too young to matter, is a gross miscalculation for marketers, policy makers and parents. Tween girls want to be heard and want to effect change in the world they stand to inherit – the tween summit gives them the platform they’ve been waiting for.”

For more information on attending the **National Tween Girl Summit**, or for information on sponsorships and advertising opportunities, please contact <mailto:tweensummit@allykatz.com>.

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 and only COPPA compliant tween social networking site, AllyKatz.com. 75,000 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. Clients include Disney Records, Universal Music, Red by Marc Ecko, Apple, Discovery Channel, Girl Scouts of the USA, Harper Collins, Sony Pictures and others. 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, The Today Show, ABC, NPR, E!Online, USA Today, People Magazine and More Magazine.

MEDIA CONTACT

For all media inquiries, please contact Wendy Simmons, Vendeloo PR for AK Tweens at 718.522.9873 or via email at wendy@vendeloo.com.

