

FOR IMMEDIATE RELEASE

SAVE THE DATE: FIRST EVER NATIONAL TWEEN GIRL SUMMIT TO BE HELD AT HISTORIC CAPITAL HILTON HOTEL IN WASHINGTON, D.C. OCTOBER 10, 2009

New York, May 19, 2009 – National Tween Girl Summit founders and the nation's leading tween girl research firm, [AK Tweens](#), and [AllyKatz.com](#), the country's largest COPPA compliant tween girl social networking site, today announce the first ever [National Tween Girl Summit](#), which was first announced in March 2009, will be held at the historic Capital Hilton Hotel, two blocks from the White House, on October 10, 2009 from 8am – 10:30pm, including evening entertainment.

Two hundred and fifty, nine-14 year old tween girls from around the country are expected to attend the National Tween Girl Summit, as well as experts, politicians, celebrities and other persons of note. The goal of the Summit is to examine and understand the minds, motivation and lives of tween girls, giving tween girls a platform to share their thoughts and opinions on a range of subjects, and marketers, policy makers and parents a more thorough understanding of this enigmatic and highly influential demographic.

The final agenda, to be announced, will cover a wide range of topics important to tweens, their families, and to marketers and policy makers including the importance of community service and activism, personal safety online and off, tween pressure and self-image, what's hot and what's not in the world of tweens and much more. The agenda also includes a celebrity filled night of entertainment, especially for tweens.

National Tween Girl Summit founder, [Denise Restauri](#), who has been studying the tween market for the past 10 years, and is the CEO and Founder of AK Tweens and AllyKatz.com, commented, "Our goal in forming the Summit is to give tweens girls the chance to be heard, a chance to speak for themselves, and a chance for them to show what a difference they can make to the world around them. The incredible amount of interest we have received from corporations, organizations, celebrities, moms and girls, all of whom want to contribute and participate, makes us incredibly confident we will achieve our goal."

TWEENS AND PARENTS: For more information on attending the National Tween Girl Summit and/or to register, visit <http://www.allykatz.com/page/summit/> to register online.

SPONSORS: For more information on sponsorship packages and other opportunities, contact Peggy Mansfield at 917-886-3452, or via email at peggy@allykatz.com.

PRESS: For more information or to register to attend the National Tween Girl Summit, contact Wendy Simmons, Vendeloo PR, 718.522.9873 or via email at wendy@vendeloo.com.

GENERAL INFORMATION: For general information on the National Tween Girl Summit visit <http://www.allykatz.com/page/summit/> or email 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 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, 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 teenage 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, and many other outlets. She is also the tween girl expert on True/Slant.com.

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.

