



For Immediate Release

**Girls Lead Now To Host Annual
“Be Yourself, Everyone Else is Already Taken!” Conference**

Empowerment Day for Bay Area Teen Girls Slated for February 20 in Menlo Park, CA

Menlo Park, CA– February 1, 2010 – [Girls Lead Now](#), a Bay Area organization created to inspire independence, confidence, and responsibility in teen girls through education in life-skills and leadership opportunities, is hosting its annual “[Be Yourself, Everyone Else is Already Taken!](#)” teen conference on Saturday, February 20, 2010. Designed and executed *by teen girls for teen girls*, the event, in its sixth year, will include workshops focused on such important life skill topics as college preparation, getting a first job, health and nutrition, budgeting and more.

“We created The Girls Lead Now program so that young women who attend will literally wake up to their own power,” said Ann Tardy, founder of the organization as well as The LifeMoxie Company. “This day of empowerment has been designed to allow them to acquire the tools they need to break through ceilings they’ll experience in life -- their own as well as society's.”

Keynote speaker for the event will be [Helen Grieco](#), founder of the [She Institute](#). For more than 25 years, Grieco has worked as executive director for the National Organization for Women in California, as advocate and spokesperson for women's social, political and economic equality. She has trained women to be community activists and leaders and is an accomplished author and producer of educational media for women and girls. Grieco has dedicated her life to help women and girls become safer, healthier and economically independent.



“Girls Lead Now offers the essential ingredients that young women need today to thrive and grow up to be the powerful women they dream to be,” said Grieco. “I’ve dedicated my life to the empowerment of girls and women, and with Girls Lead Now, we are changing the world one girl at a time.”

Details of the all-day event include:

- Who:** For Bay Area girls, 14-18 years of age
- What:** “Be Yourself, Everyone Else Is Already Taken!” Empowerment Day
- When:** Saturday, February 20, 2010, 8:30am 5:00pm
- Where:** Mid-Peninsula High School, 1340 Willow Road, Menlo Park, CA 94025

Sample Skills Workshops include:

- Ready... Set ...College! - College Prep
- Health, Fitness, and Body Image - It's not just about being thin!
- Snap Judgments & Stereotypes - When to Rein Them In, When to Let Them Rule
- You're Hired! How to Get a Job or an Internship
- Power Over Plastic: Credit, Cash and Your Brilliant Financial Future
- Play the Real Game of Life - Budgeting
- Positive Thinking -The Power of Thought
- Entrepreneurship - Turning Fantasy into Reality!
- Fearless Speaking - Taming the Butterflies
- Victory Over Procrastination - Balancing Your Life and Goals

Registration and fees: Cost for the event is \$15 per person, and includes breakfast, lunch, a Girls Lead Now t-shirt, a teen clothing swap and more. Registration is required for all attendees. Please go to <http://www.girlsleadnow.org/register.php>



"Girls Lead Now gave me the tools to succeed in every setting of my life," said Leigh Mason, an organizer of the conference who is now a University of California, San Diego sophomore. "From rocking my job interview to being accepted into a major university, to feeling confident speaking in front of my peers—it made a huge difference in my life. I encourage every girl with college aspirations to attend!"

About Girls Lead Now

[Girls Lead Now](#) was created to enable young adult women to experience hands on what it's like to run a business, lead a team, launch an event, and deal with the pressures of being a teenager. Teens teaching teens necessary life-skills and giving them leadership experiences is what makes [Girls Lead Now](#) so rare and powerful. Our mission is for teen girls to have the opportunity to get a jump-start on making their dreams a reality through the girl-powered community, where the mission is life education and self-esteem. For more information, please go <http://www.girlsleadnow.org>

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