



## **G(irls)20 Summit to Highlight the Importance of Economic Innovation in Advance of G20 Leaders Meeting**

**March 8, 2011** ---On the occasion of the 100<sup>th</sup> Anniversary of International Women's Day, The Belinda Stronach Foundation together with over **30** non-profit, corporate partners and foundations today announced the **Second Annual G(irls)20 Summit 2011**, to be held from October 18 to 21 in Paris. The Summit is modeled after the G20 leaders meeting: it will bring together one delegate from each G20 country, and a representative from the African Union. Delegates debate, discuss and design innovative solutions for the economic challenges facing the leaders. The participants are all girls, aged 18-20.

Delegates participate in panel discussions, attend workshops on subjects such as media relations, social media and business planning, and caucus to discuss and promote tangible, scalable solutions toward economic prosperity. The Summit will culminate in a delegate-led press conference and communiqué that provides a blueprint on how to utilize and engage one of the best resources in the world . girls and women.

By working together with the NGO community, corporate sector and other foundations we are giving a voice to 21 girls who have the opportunity to speak for the 3.3 billion girls and women around the world. And, what sets us apart from other events is that the delegates are required to return home to their communities and to put their Summit experience into action,+said Belinda Stronach, founder of The Belinda Stronach Foundation, the organization spearheading the Summit.

To ensure that participation is global yet grassroots, the campaign features several viral components including:

- The utilization of Google Moderator, which allows anyone to help build the Summit's agenda and make suggestions for the delegates to consider when they gather in Paris, allowing for innovative ideas that can be executed locally.
- The "What's Your Number?" feature, which encourages girls, boys, women and men from around the world to sign up and claim their "number" to show their support for the 3.3 billion girls and women around the world and spread the message to their own Facebook, Twitter and other social media networks.

Today's launch includes the following:

- A call for girls in G20 countries and Equatorial Guinea to apply online, via email, fax and You Tube (<http://www.youtube.com/user/girls20summit>) to represent their country at the Summit:
  - ~ The launch of the new <http://www.girlsandwomen.com>
  - ~ Social media posts to more than 20,000 people;
  - ~ An e-blast of the campaign to 30+ national and international organizations and their databases;
  - ~ The release of a limited edition Tu Ly Tee;
  - ~ The release of 2 minute video about the Summit via YouTube; and,
  - ~ Letters to all G20 Leaders, Sherpas, Ambassadors & Consul Generals

Quotes from G(irls)20 Summit Partners:

"At The MasterCard Foundation, we believe in the power of youth to transform our world. By providing 21 outstanding young women with the opportunity to come together to share ideas and join voices, the G(irls)20 Summit is an important platform for civic engagement," said Reeta Roy, President and CEO of The MasterCard Foundation. "These young women are the leaders of tomorrow, and we are proud to partner with the G(irls) 20 Summit to support them on their journey."

"Google is joining the global celebration of the 100th anniversary of International Women's Day and the accomplishments of women around the world. This year's theme is particularly close to our hearts: equal access to education, science and technology - as a company we've long supported organizations dedicated to empowering women, including the Belinda Stronach Foundation."

"We were inspired by the success of the G(irls) 20 initiative last year, and we're happy to help support the program again in 2011. It is about sparking the conversation and spreading the word and we are glad that Google products and tools such as YouTube, Moderator, Google Grants and Analytics are helping the cause and being used."

"Sponsoring a groundbreaking and innovative initiative such as the Girls 20 Summit which aims to empower girls and women across the globe fits well with Ogilvy Renault's global vision and we are proud to be a sponsor of this year's summit", said Ava Yaskiel, a partner with the law firm Ogilvy Renault LLP.

The G(irls)20 Summit is possible because of the support of Google, Ogilvy Renault, The Mastercard Foundation, MacroBlu, CTV, 10x10, 889 Yonge, Aga Khan Council for Canada, Ashoka Canada, B5Media, Canadian Crossroads International, Canadian Women's Foundation, Catalyst, Financial Independence through Entrepreneurship (FITE), Girl Guides of Canada, Girls Action Foundation, Girls for a Change, Global Campaign for Education, Global Changemakers, go GIRL global, Help We've Got Kids, International Center for Research on Women (ICRW), International Planned Parenthood Federation (IPPF), Laufer Green Isaac Communications, Malaria No More UK, Nike Foundation, Plan Canada, Right to Play, Sustainable Health Enterprises, Taking it Global, Tony Blair Faith Foundation, UN Foundation, Vital Voices, War Child Canada, White Ribbon Alliance, Women Deliver, Women for Women.

**For more information please visit:**



FRANCE 2011  
GIRLSANDWOMEN.COM <http://www.girlsandwomen.com>



<http://www.facebook.com/Girls20Summit>



<http://twitter.com/Girls20Summit>

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