



RUSSIA 2013  
GIRLS20SUMMIT.COM

## **G(irls)20 receives accreditation and heads to Russia for G20 Leaders Meeting**

Toronto, Canada – August 30<sup>th</sup>, 2013 -- At the invitation of the G20 Secretariat for Russia, G(irls)20 is honored to have obtained accreditation as a member of the Canadian social profit sector and will be providing commentary from the International Media Centre during the G20 Leaders Meeting. The G20 2013 is chaired by President Putin and takes place in St. Petersburg, Russia on September 5<sup>th</sup> & 6<sup>th</sup>, 2013.

Representing almost 90% of global GDP & 2/3 of the world's population, the Group of Twenty (G20) is the premier forum for international cooperation on the most important issues of the global economic and financial agenda.

“In context of growth and stability, G20 Leaders are encouraged to understand the economic prowess of girls and women in emerging sectors including the resource sector (mining, oil and gas), agriculture, trade and technology. As they seek to provide a framework for partnership between the public and private sectors we also hope to see some concrete action on creating an environment which enables the growth of entrepreneurship,” said Farah Mohamed, President & CEO of G(irls)20.

The G(irls)20 Summit which is held in advance of the G20 Leaders meeting was conducted from Google and Norton Rose Fulbright offices in Moscow from June 15-19<sup>th</sup> and addressed the G20 Leaders main theme of Jobs, Growth and Investment. The Summit’s focus is to empower girls and women and emphasize that when the government and the private sector maximize the potential of girls and women globally, they stand a better chance of growth and stability.

G(irls)20 Summit delegates met with G20 Sherpa for the Russian Federation, Ksenia Yudaeva who had the following feedback post Summit:

“The necessity to increase involvement of women in economy is a serious problem globally. It is important that girls from the G20 countries strive to develop and express their own vision of these issues. We will thoroughly consider their recommendations at the Sherpas’ level. I am sure that we will be able to take (them) into account in our further work,” Ksenia Yudaeva, G20 Sherpa to President Putin.

**Travel for the President of the G(irls)20 Summit to attend this international event has been made possible with the support of AIMIA.**

“Aimia has been a proud sponsor of the G(irls)20 from the very beginning and we are pleased to assist in the amplification of girls’ voices on the global stage.” Melissa Sonberg, Senior Vice President, Global Brand, Communications and External Affairs, Aimia. “Building meaningful relationships that are founded on trust, insight and reciprocity is at the very core of who Aimia is and what we do. Helping the G(irls) 20 to engage in meaningful conversations with global leaders is yet another way that we are using the best of Aimia to help our partners build global relationships.”

Aimia is a global leader in loyalty management. An international organization headquartered in Canada, Aimia offers clients, partners and members proven expertise in launching and managing coalition loyalty programs, delivering proprietary loyalty services, creating value through loyalty analytics and driving innovation in the emerging digital, mobile and social communications spaces. Aimia owns and operates some of the world's biggest and most popular loyalty programs including the Aeroplan program in Canada, the Nectar program in the UK and Italy and Air Miles in the Middle East.

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For more information about G(irls)20: <http://www.girls20summit.com>

For information about the G20: <http://www.g20.org/>

For more information about AIMIA: <http://www.aimia.com/>

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