



Media Contacts:

Kristen Spargo
Padilla Speer Beardsley
612-455-1741
kspargo@psbpr.com

Ellen Cleary
YWCA of Minneapolis
612-215-4164
ecleary@ywcampis.org

For Immediate Release

Twin Cities Girls Benefit from Nationally Recognized Programs

YWCA of Minneapolis offers Girls Inc.® programs, secures Macy's sponsorship

MINNEAPOLIS – April 23, 2008 – More than 500 girls attending Minneapolis public schools will benefit from a recently launched affiliation between the YWCA of Minneapolis and Girls Inc., the nation's oldest girl-centered organization. Girls Inc. sought out and selected the YWCA of Minneapolis to serve as the only Girls Inc. affiliate in Minnesota. To recognize this important affiliation, Macy's is the 2008 sponsor of Girls Inc. at the YWCA of Minneapolis.

"Our support of the Girls Inc. programming at the YWCA is very exciting for Macy's," said Bill Sprattler, store manager of Macy's Minneapolis. "As the majority of our associates and customers are women, we believe it is imperative to give young girls the opportunities they need to become the strong women of the future. This partnership is a local step in the right direction."

Girls Inc. research-based educational programs focus on leadership, math, science, economic literacy and pregnancy prevention and complement existing programming at the YWCA. These nationally recognized programs inspire girls to be strong, smart and boldSM.

"Being a Girls Inc. affiliate and securing Macy's support will allow us to provide the best possible opportunities for girls to grow and excel," said Becky Roloff, CEO of the YWCA of Minneapolis. "Minneapolis girls will be fully supported as they build their leadership skills and challenge gender stereotypes."

Girls Inc. programs at the YWCA will serve more than 500 girls, primarily girls of color (90 percent) and girls from low-income households (80 percent). A public celebration of Girls Inc. programs at the YWCA of Minneapolis will take place at the 12th Annual Circle of Women luncheon on May 1 at the Minneapolis Convention Center.

"Girls need positive role models and the opportunity to develop to their fullest potential," said Gwen Wilson, YWCA director of Girls and Youth Programs and executive director of

Girls Inc. at the YWCA of Minneapolis. “Now with Girls Inc. at the YWCA of Minneapolis, our girls will participate in programs that are widely recognized as some of the best in the field.”

About Girls Inc.

Girls Inc. is the oldest girl-centered organization in the United States, having served girls since the 1860s. Research from the Girls Inc. National Resource Center has brought attention to girls’ issues and girls’ rights and informed advocates and policy makers on topics important to girls.

About the YWCA of Minneapolis

The YWCA of Minneapolis is a nonprofit organization striving to achieve the empowerment of women and girls and the elimination of racism. The YWCA of Minneapolis has been serving girls in Minneapolis for 90 years. The organization’s Girls & Youth Programs serve more than 1,400 urban youth ages 6-18 annually; in 2007, 68 percent were girls, 83 percent were from low-income households and 92 percent were youth of color.

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