Company/Organisation Name/Letterhead

**MEDIA RELEASE**

**Your organisation joins a revolution of empowered girls**

Location and Date (e.g. Sutherland Shire, July 15th): Your organisation is championing girls to be confident in their identity and flourish in life.

**75% of girls** suffering from low self-esteem are engaging in self-destructive behaviours, depression, self-harm and even suicide.

Girls in our community are facing ever-increasing pressures and confronting issues, such as the deceiving messages of perfection through the media, constant comparison, peer pressure, unrealistic expectations, lack of confidence and self-awareness and lacking the ability to cope with these changes and challenges in life. You can change/add to this paragraph to include specific issues and circumstances of your organisation/location.

Instead of giving up in the face of such overwhelming challenges, your organisation sought to make a difference, and decided to implement Esteem Designz Program to empower girls to be confident in their identity, know their value and be equipped with skills and tools to endure and thrive through life’s challenges.

Girls’ initial reaction (e.g. when our girls received their Resource Kits, they were immediately invested in the program, so excited to have something so beautiful that was just for them //or // watching the girl’s faces light up when they received their resource kits was such a thrill).

Esteem Designz is a comprehensive resource designed to gently take girls through a journey of self-exploration and empowerment, utilising the creative process as a joyful, uplifting and transforming experience.

Your organisation ran Esteem Designz with what girls (e.g. a group of 8 targeted girls //or// the whole grade) over number of sessions (e.g. 8 weeks) in when you ran it (e.g. term 3, 2014).

Your spokesperson said, “…Comment on the changes you saw in the girls, the environment Esteem Designz enabled, the resource itself, what was effective, how your organization used it, etc…”

Add Testimonies – from the facilitators, parents/onlookers, and students themselves.

(e.g. (name of person), who was running the program saw/said/observed, //or// our parents really valued our commitment to run Esteem Designz Program, (name of person) was so thankful that her daughter… //or// (name of student), one of our participating girls said…)

Esteem Designz Program covers 5 different carefully focused stages, each designed to engage, equip and empower girls. These design projects are expressive and practical tools / coping strategies that the girls can continue to use throughout life.

With the increase in teenagers becoming discontent and detached from life, and the studies showing that low self-esteem is the primary origin of all problematic behaviours, Esteem Designz provides a unique solution to these devastating issues, imparting self-worth, self-confidence, identity, self-awareness and self-belief – the foundations to navigate the challenging developmental years.

Any last comments about the experience, program, outcomes.

If possible, a picture.

Contact Details: Include all the relevant contact details for your organisation’s spokesperson. Offer a choice of email and/or phone, depending on their preferred contact method.

For more information about Esteem Designz Program, please visit [www.esteemdesignz.com.au](http://www.esteemdesignz.com.au) or email [info@esteemdesignz.com.au](mailto:info@esteemdesignz.com.au).