



MEDIA ADVISORY

Date: October 29, 2008
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Girl Talk College Tour Helps Teens Pursue Their Dreams

Approximately 30 girls to visit Winthrop University and South Carolina State University

Who: Girl Talk Foundation, Inc.

What: To help young girls reach their destiny, Girl Talk will take 30 girls from Charlotte-area middle and high schools to two of the state's top universities—Winthrop University and South Carolina State University. Presented by Wachovia, the Girl Talk College Tour is designed to encourage girls early on to pursue a college education by exposing them to diverse college environments and educating them about the college application process. It provides them with valuable information on admissions, program offerings, financial aid and life on a college campus. In the last two years, Girl Talk participants have visited major colleges in North Carolina including Duke University, Wake Forest University, North Carolina Central, UNC-Chapel Hill and UNC-Greensboro as well as Bennett College.

When: Saturday, November 1, 2008 at 8 a.m.
*Students will arrive at 7:45 a.m., and the bus will leave shortly after 8 a.m.
The students will return to the University of Phoenix at 5 p.m.*

Where: Leaving from the University of Phoenix (10925 David Taylor Dr.) to visit Winthrop University and South Carolina State University.

Photo Op: Young girls getting on the bus with Girl Talk t-shirts and backpacks; young girls declaring the Girl Talk pledge before they leave

Interview Op: Girl Talk Founder Janine Davis on the importance of exposing young girls to college; young girls attending the college tour on what they expect to learn and what it means for their future.

Survey Conclusions - March 2008 College Tour

- ***The Girl Talk College Tour held on March 29th resulted in an overall increase in interest in attending college. 100% of the girls surveyed said they were definitely interested in attending college after high school compared to only 83.3% before attending the tour, an increase of +16.7%.***
- ***The majority of girls (over 90%) said they got a lot of information from the tour and had an increased interest in attending college.***

- ***Girl Talk College Tour provides an opportunity for young women to become educated on the admission process and educational commitment required to be a successful student. According to our survey, most girls (60%) feel that it would be too expensive to tour colleges on their own, are concerned they would not have the time (53%) and feel they do not know how to schedule a tour (66.6%).***

About Girl Talk Foundation, Inc.

Girl Talk Foundation, Inc. is a character-building program for girls ages 11-16 whose mission is to empower young girls to become leaders of tomorrow. Girl Talk offers a 10-week curriculum, "Tailoring Teens For Success®," which is designed to encourage positive and critical thinking, build character and develop leadership skills. Girl Talk Foundation, Inc. impacts nearly 700 teen girls annually through its various programs. For more information on Girl Talk Foundation, visit: www.girltalkfoundationinc.com or call 704-335-5885.

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