



# DAY OF THE GIRL

## Virtual Summit Project Description

**Background:** What is the International Day of the Girl?

In December 2011, the United Nations General Assembly adopted a resolution to establish October 11<sup>th</sup> the “International Day of the Girl Child.” This day, the General Assembly noted, is about “helping galvanize worldwide enthusiasm for goals to better girls’ lives, providing an opportunity for them to show leadership and reach their full potential” (UN GA Resolution 12.9.11).

The International Day of the Girl honors and celebrates girls around the world – elevating the status of girls in our local and global communities, and addressing key issues related to girls’ empowerment, leadership and success.

This October 11<sup>th</sup>, 2012 marks the first commemoration of this historic day!

**Project Overview:** Celebrating the first Day of the Girl with a Virtual Summit

Sage Girl and iTwixie in partnership with UGG Australia proudly announce the launch of [www.DayoftheGirlSummit.com](http://www.DayoftheGirlSummit.com), a virtual summit that brings girls and girl-serving organizations together to celebrate the first ever **Day of the Girl** on October 11, 2012.

Our goal is to bring together **25,000 participants** from over **30 girls’ organizations**. The Virtual Summit features girl-friendly activities that incorporate educational and empowering elements related to the theme of **Celebrating Girlhood**. Most importantly, it provides girls with a centralized location for celebrating all things girl!

The Virtual Summit features:

- **Day of the Girl Challenge:** series of interactive challenges designed to help girls raise awareness about the day in their local communities.
- **Girls Hall of Fame:** profile series of inspirational girls from around the world. Each profile highlights the power of girls and challenges girls to consider their unlimited potential.
- **Express Yourself Contest:** girls have the opportunity to tell us what the Day of the Girl means to them. Participants can submit a short essay, video, art piece, or photo. Submissions will be posted on the site for members to view and discuss.
- **Proclamation Pledge:** members can join other girls in petitioning their towns, cities, and states to declare October 11<sup>th</sup> the Day of the Girl.
- **Events Map:** find a local Day of the Girl event in your area and learn about other exciting celebrations for the day.

**On Thursday, October 11<sup>th</sup>, the Virtual Summit goes LIVE at 7:00pm EST!**

The live broadcast will stream video from Day of the Girl events around the country. Each event will have local Girl Reporters on site to engage viewers, and summit members can comment on the events in real-time through our online chat features.



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## Corporate Sponsorship:

Our friends at **UGG Australia** have generously donated over **100 pairs of UGG boots** to the Day of the Girl Virtual Summit!

Girls have a chance to win a pair of UGG boots when they register for the Summit and when they complete the Day of the Girl Challenges. Winners will be announced on the site Friday, October 12, 2012.

## Publicity:      How to get involved in the Virtual Summit?

We welcome all organizations, groups, and individuals to celebrate the Day of the Girl Virtual Summit. To assist in the publicity process, we invite interested parties to embed any of the following web-banners to their websites and social media pages. Each banner directs participants to our Summit registration page.

To download these images visit: <http://dayofthegirlsummit.com/downloads/>



If you have any questions about the Summit, please contact us at: [info@dayofthegirl.org](mailto:info@dayofthegirl.org). We would love to hear from you and feature all **Participating Organizations** on the site!

\*Special thanks to Girl Scouts of the USA, Girls Learn International, School Girls Unite, and the Working Group on Girls for their generous support of this project.