



**Media Contact:**

Amy Chiaverini  
Fitting Group  
412-434-6934 ext.325  
[achiaverini@fittinggroup.com](mailto:achiaverini@fittinggroup.com)

**FOR IMMEDIATE RELEASE**

**“Girlcott” Girls Receive National Awards  
and Announce Press Conference for Teen Grant Recipients**

**Pittsburgh (July 20, 2006)** – The Pittsburgh girls who brought the nation’s attention to the Southwest Pennsylvania region with their “Girlcott” of Abercrombie & Fitch are entering a new phase of recognition and activism.

On Friday, July 21 the Women and Girls Foundation’s (WGF) Girls as Grantmakers will receive the **2006 Women of Action Award from the National Organization for Women (NOW)** at the Annual NOW Conference in Albany, NY. WGF and its girl group will receive this award for their courageous and successful “Girlcott” of Abercrombie & Fitch. Heather Arnet, Executive Director of the Women and Girls Foundation, and twelve of the Girls as Grantmakers will be in Albany on Friday to receive the award at the conference. Other honorees receiving awards that day include: Singer/Songwriter Ani DiFranco and Brian Collins, the Executive Creative Director at Ogilvy & Mather Worldwide, the advertising agency behind Dove’s Campaign for Real Beauty.

The Women and Girls Foundation has also won several other national awards for their activist efforts, most recently being recognized in June as members of the **“Real Hot 100”** – a list created by a group of feminist leaders in NYC. “The REAL Hot 100” is a list featuring young women from around the country who are breaking barriers, fighting stereotypes, and making a difference in their communities and the nation. The “Real Hot 100” was created in response to Maxim magazine’s annual “Hot 100” list. “The REAL Hot 100” plan moving forward is to publish this list of REALLY hot young women in magazine format, timed to coincide with Maxim’s release next year. For more info go to: [www.therealhot100.org](http://www.therealhot100.org).

And in May, WGF’s Girls as Grantmakers also received a **Women of Change award from the Women’s Funding Network** at their annual International Conference in Pittsburgh, PA. This award was presented to the Foundation and to the girls for inspiring a new generation of feminist activism.

Next, the girls will go from being the awardees to presenting some awards of their own. On August 26, WGF’s Girls as Grantmakers will host a press conference to announce \$10,000 in grants, which they will be making to girl-led projects in Allegheny County. The teens receiving the awards will join the members of WGF’s Girls as Grantmakers at the press conference to talk about their winning projects.

For more information about the time and location of the press conference and for more information about the grantees please contact Regan Chemski, Education and Outreach Coordinator, the Women and Girls Foundation, 412-434-4883, [regan@wqfswpa.org](mailto:regan@wqfswpa.org).

*Girls as Grantmakers is a diverse group of 24 girls representing different neighborhoods, schools, religions, races, ages, and sexual orientations with a common desire to make their community a better place for girls to thrive. The program is run by The Women and Girls Foundation with additional support provided by the FISA Foundation, the Eden Hall Foundation and the Jewish Women’s Foundation.*

###

Amy Chiaverini  
Fitting Group  
223 Fourth Avenue, 11th Floor  
Pittsburgh, PA 15222  
412.434.6934 x. 325  
412.434.0114 fax  
800.466.9860  
[www.fittinggroup.com](http://www.fittinggroup.com)  
vision. ideas. guts.®