



**FOR IMMEDIATE RELEASE**

## **GIRLS CHOICE, INC. ANNOUNCES PARTNERSHIP WITH THE FAMILY GROOVE**

**Santa Barbara, Calif. - November 26, 2007** - Girls Choice, Inc.<sup>TM</sup>, a woman-owned company dedicated to providing pre-teen girls with wholesome, safe, positive and educational alternatives that promote self-awareness and develop individual identity, today announced its partnership with [The Family Groove](#)<sup>TM</sup>, an online magazine and local resource guide for parents and parents-to-be.

The collaboration incorporates cross-marketing programs for each entity. The Family Groove will post premium advertisements on the Girls Choice website and in its forthcoming monthly magazine; going forward Girls Choice will participate in The Family Groove lifestyle-oriented events that attract a broad audience twice a month.

Girls' Choice, Inc. hosts a Web site and personal network portal – [www.girlschoiceinc.com](http://www.girlschoiceinc.com) – advocating a fresh *No-Labels-for-Girls* philosophy and offering age-appropriate games and topical discussions on art, culture, fashion, sports, health and academics, which will soon be accompanied by a monthly magazine – *Girls Choice Magazine* – that will parallel the same target market, mission and values.

Frustrated with the tremendous void of socially-conscious, empowering, and uplifting resources for girls ages 7-12, Girls Choice co-founders Sandy Widstrup and Lizz Grabowski are presenting highly positive influences through print and online media to this untapped demographic.

The Family Groove operates as the perfect companion Web site to Girls Choice, in that it is intended to serve the adults who are raising these young girls to be successful, confident young women. Founded by Amy Beth Sestito and Jillian Swartz, two mothers who understand the desire to raise socially conscious children without letting one's own identity diminish in the process. The founders have made it a point to speak to parents, and those soon to be, in a way that is modern, fresh and casual, focusing on such topics of interest as: lifestyle & home, fashion & beauty, well-being & health, "bump" watch and charity-of-the-month.

Widstrup says, "The initiation of this partnership is very exciting for us, and we anticipate a strong connection to develop between Girls Choice and The Family Groove. A strong link has already been established between the two parties in that each Company focuses on the development of its target audience in a way that fosters personal growth and the intention to nurture others in the community."

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“We contacted Girls Choice because we believe in their mission to encourage young girls to be young girls, without pressuring them to get involved in behaviors that are ultimately damaging to their development,” continues Sestito, “The Family Groove and Girls Choice have an interconnected goal to provide a significant gateway to constructive advice and information for today’s daughters and mothers.”

#### **About Girls Choice, Inc.**

GIRLS CHOICE, INC. is a woman-owned company dedicated to providing pre-teen girls (ages 7-12) in the U.S. with wholesome, safe, positive and educational web and print alternatives that promote self-awareness, develop unique identities and maintain individuality. The Santa Barbara, Calif.-based Company was founded by two moms whose vision provides positive influences for girls everywhere. GIRLS CHOICE a unique panel of three female pre-teen advisors whose perspectives maintain age-appropriate content. The Company’s Web site and personal network portal – [www.girlschoiceinc.com](http://www.girlschoiceinc.com) – advocates a fresh **No-Labels-for-Girls** philosophy and offers age-appropriate games and topical discussions on art, culture, fashion, sports, health and academics. Through a guardian-approved subscription, girls can submit photos, writings and drawings. Merchandise supporting the Girls Choice theme is also available. In mid-2008, GIRLS CHOICE will launch a companion monthly magazine – *Girls Choice Magazine* – that will parallel the same target market, mission and values. *Girls Choice Magazine* will provide a variety of sports, entertainment, academics, humor, nutrition and literacy features. For more information please email: [info@girlschoiceinc.com](mailto:info@girlschoiceinc.com); subscriptions: [subscribe@girlschoiceinc.com](mailto:subscribe@girlschoiceinc.com); or advertising: [advertise@girlschoiceinc.com](mailto:advertise@girlschoiceinc.com), or call: (805) 886-8321.

#### **About The Family Groove**

THE FAMILY GROOVE— [www.thefamilygroove.com](http://www.thefamilygroove.com) — is the first-of-its-kind online magazine and local resource that connects parents and parents-to-be around the world via its powerful globally-charged editorial content on topics ranging from how to raise socially conscious children to the hottest makeup of the season to the latest on autism, healthy meals, in-home workouts, going green, interactive blogs, celebrity interviews— and everything in between. THE FAMILY GROOVE was founded by Amy Beth Sestito and Jillian Swartz, two moms who share the exhilaration, exasperation and exhaustion experienced by all parents. Just like their readers, they want to figure it all out: how to be the best parent possible and still maintain an identity; how to grow as an individual while shaping their children's lives.

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