



# GIRL RISING

EDUCATE GIRLS. CHANGE THE WORLD.

Our stories inspire the imagination. Our campaigns ignite change.

Girl Rising is a global campaign for girls' education and empowerment. We use the power of storytelling to change the way the world sees and values girls. Together with partners, we launch high profile campaigns to bring visibility to the issues girls face and inspire people to dismantle the barriers that hold them back.

Girl Rising has launched campaigns in India, Nigeria, The Democratic Republic of the Congo, and the United States, and we will expand our efforts to other places where our message is timely and where unleashing the full potential of girls will result in improved health, prosperity and stability for everyone.

## THE GIRL RISING MODEL:

- 01.** We create and distribute powerful, catalytic content that raises the value of the girl.
- 02.** We build diverse partnerships to increase the visibility and scale of our message, and to influence community, corporate and national leaders.
- 03.** We provide immediate and tangible ways for people to take action.

In the last three years, Girl Rising's stories have reached millions of people around the world, inspiring thousands of girls and boys, parents and teachers, corporate leaders and government officials, to take action and lead change in their own communities. And we've only just begun.

## HIGHLIGHTS FROM AROUND THE WORLD

- **The feature film** includes stories from Egypt, Afghanistan, Nepal, India, Sierra Leone, Haiti, Peru, Ethiopia and Cambodia, written by acclaimed female writers and voiced by some of the world's finest actors including, Meryl Streep, Liam Neeson, Cate Blanchett, Anne Hathaway, Amitabh Bachchan, Kareena Kapoor, Freida Pinto, Priyanka Chopra.
- **Our partners include:** UN Foundation Girl Up!, Intel, HP, Brookings, CNN, STAR TV, Ford Foundation, Google, USAID, CARE, WorldVision, PLAN, Partners in Health, FHI-360, Save the Children, Women in the World, Council on Int'l Education Exchange, Alicia Keys, Freida Pinto, Priyanka Chopra, George Washington University, Save the Children, The White House, The Government of India and many more.
- **In India**, we premiered the Hindi language version of Girl Rising on Star TV, a network with more than 450 million viewers in India and a reach to 100+ countries. India's biggest stars – Priyanka Chopra, Kareena Kapoor, Amitabh Bachchan and Freida Pinto to name just a few – stand at the center of the GR India campaign. We are partnering with the Indian government to create and distribute ad campaigns on the rights of girls across the country. Funded by USAID, we are working with Save the Children to run community programs in Bihar and Rajasthan to drive targeted behavior change.
- **In Nigeria**, we've created a localized Hausa-version of GR with original stories from northern Nigeria. The videos are being used in communities in Kano State to build awareness and spark community-led solutions to increase access to education for women and girls. The materials have been approved by the State education authority and will be integrated into our partner's digital libraries in 500 schools. The videos have enhanced subtitles - a feature proven to be a powerful literacy tool. In mid-2016, the videos will be broadcast as a series on television.
- **In the DRC**, the French, Lingala, and Swahili versions of GR will premiere on television in mid-2016 and will feature the endorsement of a select group of GR Ambassadors, including the Minister of Education and leading DRC musicians. In partnership with several NGOs, we are reaching girls and boys in school youth clubs, creating original community theater pieces, and incorporating GR tools into rural teacher training programs. A special radio magazine is in production that will be distributed to community radio stations throughout the country.
- **In the US**, we partnered with First Lady Michelle Obama to launch the celebrity-backed #62MillionGirls campaign earning over 1 billion potential impressions in just three days. We are partnering with the Brooklyn South public schools for their girls' empowerment after-school program. Girl Rising content – the film, the curriculum and the Teacher's Guide – is the centerpiece of the initiative now in 25 middle schools with the potential to expand to 100 schools this fall.