



GirlTrek
OFFICIAL 2020 MEDIA KIT



There is a health crisis in America
and **BLACK WOMEN AND GIRLS** are
among the hardest hit.

[GirlTrek](#) is the largest health movement and nonprofit organization for Black women and girls in the U.S. We encourage Black women to invest in radical self-care through daily walking.

GirlTrek is on a mission to heal our bodies, inspire our daughters and to reclaim the streets of our neighborhoods all through walking.

OUR GOAL:
**MOBILIZE 1 MILLION BLACK WOMEN
TO WALK BY THE YEAR 2020**

It all starts with taking the pledge at [GirlTrek.org](https://www.girltrek.org)

38 MILLION

SOCIAL MEDIA READ
#GIRLTREK IN 2019

8.7 MILLION

IMPRESSIONS OF THE 2019
#STRESSPROTEST EVENT

58+

NATIONAL, LOCAL AND
REGIONAL MEDIA STORIES
IN 2019

6

GIRLTREK EXPANDED TO SEVERAL
AFRICAN COUNTRIES IN 2019: NIGERIA,
RWANDA, UGANDA, MALAWI, GHANA
AND SOUTH AFRICA

126.9%

MEMBERSHIP GROWTH IN 2019
COMPARED TO 41.09% GROWTH
IN 2018

39%

39% of women are walking
more than they were in 2018

43%

43% of women are walking at a
faster pace than they were in 2018

56%

56% of women are still walking
5 days/week or more from 2018

96%

96% of those who have been
diagnosed with depression said
walking has improved their symptoms

26%

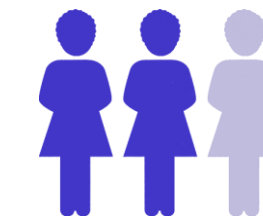
26% of those taking medication
have a lower dosage since last year

61%

61% of women have lost weight
since last year

40%

40% of women continued to see
improvement in symptoms from
a previous health condition



2 out of 3 women participated in
more than one GirlTrek challenge in
2019

1. Data is based on national survey of GirlTrek members in 2019





VANESSA GARRISON

 
@vanessatreks

T. MORGAN DIXON

 
@morgantreks



MEET THE FOUNDERS

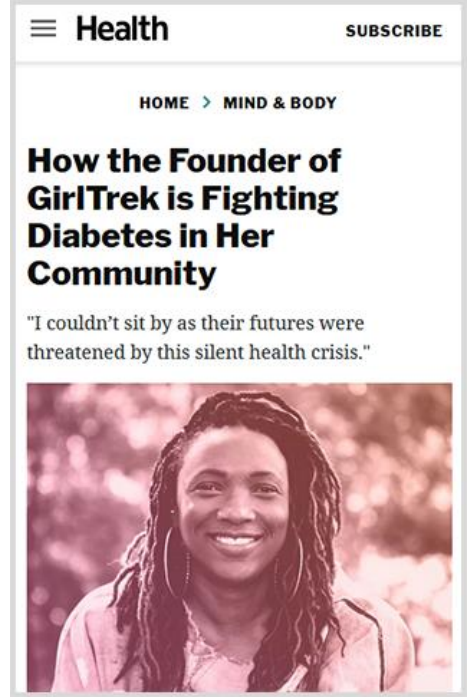
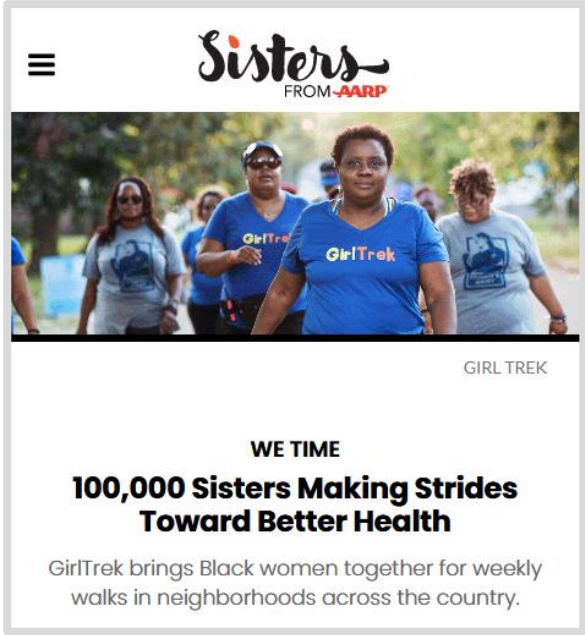
Founded in 2010, GirlTrek started with two friends [Vanessa Garrison](#) and [T. Morgan Dixon](#) who met in Los Angeles, California as college students. As thought leaders in the Black women’s health and wellness movement, Vanessa and Morgan have been featured speakers at major national convenings including the Clinton Global Health Summit, Surgeon General’s Council on Walking, Obama Foundation Summit, White House Council on Children in the Outdoors, Essence Festival and the Healthy Women: Healthy Cities Global Summit. As Echoing Green fellows, they taught Principles of Grassroots Organizing at All Fellows Summit in Colombia in 2019. Additional 2019 international featured appearances include Skoll World Forum in Oxford, England and the Ashoka: Global Arab World Summit in Cairo, Egypt. They are currently visiting professors at the Harvard Kennedy School on Social Innovation.



Recent awards include 2019 Red Dress Awards by Woman’s Day magazine, 2018 Women’s Health Game Changers by Women’s Health magazine and in 2017, they received The Root 100 award for the most influential African Americans and were featured on the cover of Outside magazine as part of a group of 10 iconic women impacting the outdoor world.



NATIONAL MEDIA



GIRLTREK HAS PROUDLY BEEN FEATURED ACROSS VARIOUS MEDIA INCLUDING





REGIONAL MEDIA



San Francisco, CA



Selma, AL



Chicago, IL



Washington, DC



Des Moines, IA



Black Women Trekking Through Neighborhoods To Stay Healthy

PASADENA, Calif. – A national organization with chapters across Southern California is encouraging black women to create healthy

Pasadena, CA



Ferguson, MO



Fort Mill, SC



Seattle, WA



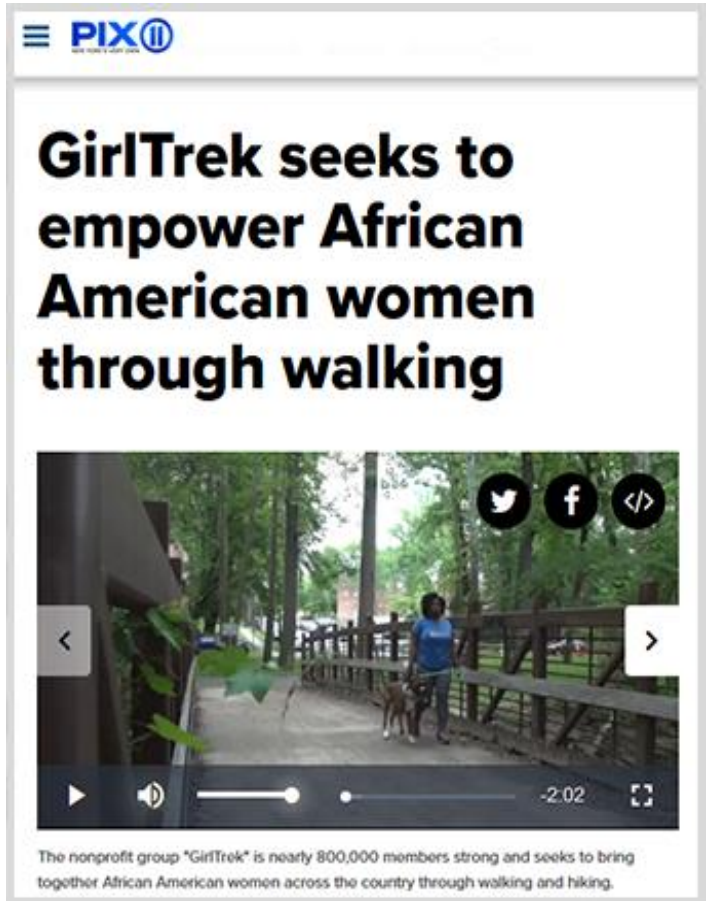
New Orleans, LA



Whiteville, NC



St. Louis, MO



New York, NY



Philadelphia, PA

Launched in May 2020, [DaughtersOf](#) is a multi-media celebration of self-care and healing for Black women through the lens of their matrilineal traditions. It is a call for a mass rejuvenation through the sharing of our stories on hope, healing and happiness.

Featured as a must-see event in The New York Times, GirlTrek hosted ground-breaking, first-ever [#DaughtersOf](#) conversations with legendary, revolutionary Black women: Angela Davis and Nikki Giovanni; Dr. Bernice A. King and Ilyasah Shabazz, the daughters of historic figures Coretta Scott King and Dr. Martin Luther King Jr. and Betty Shabazz and Malcolm X; and the leaders of all four Black sororities.

Influencers like writer and social commentator, Luvvie Ajayi Jones; singer Lalah Hathaway; actress Kelly McCreary (Grey's Anatomy) and lifestyles expert Jazz Smollett have participated in the [#DaughtersOf](#) campaign.



1.2 MILLION+
people watched the broadcasts

14.2 MILLION+
impressions on social media

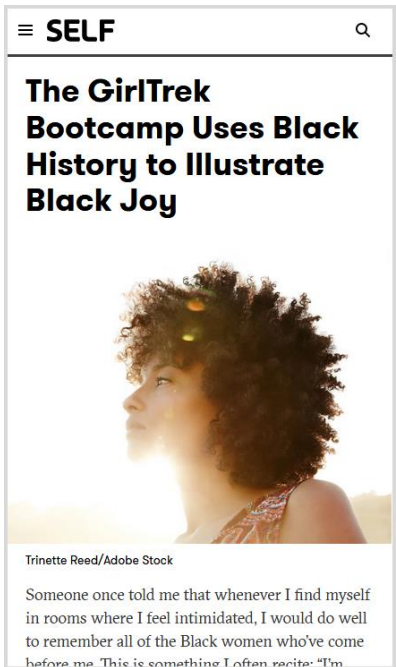


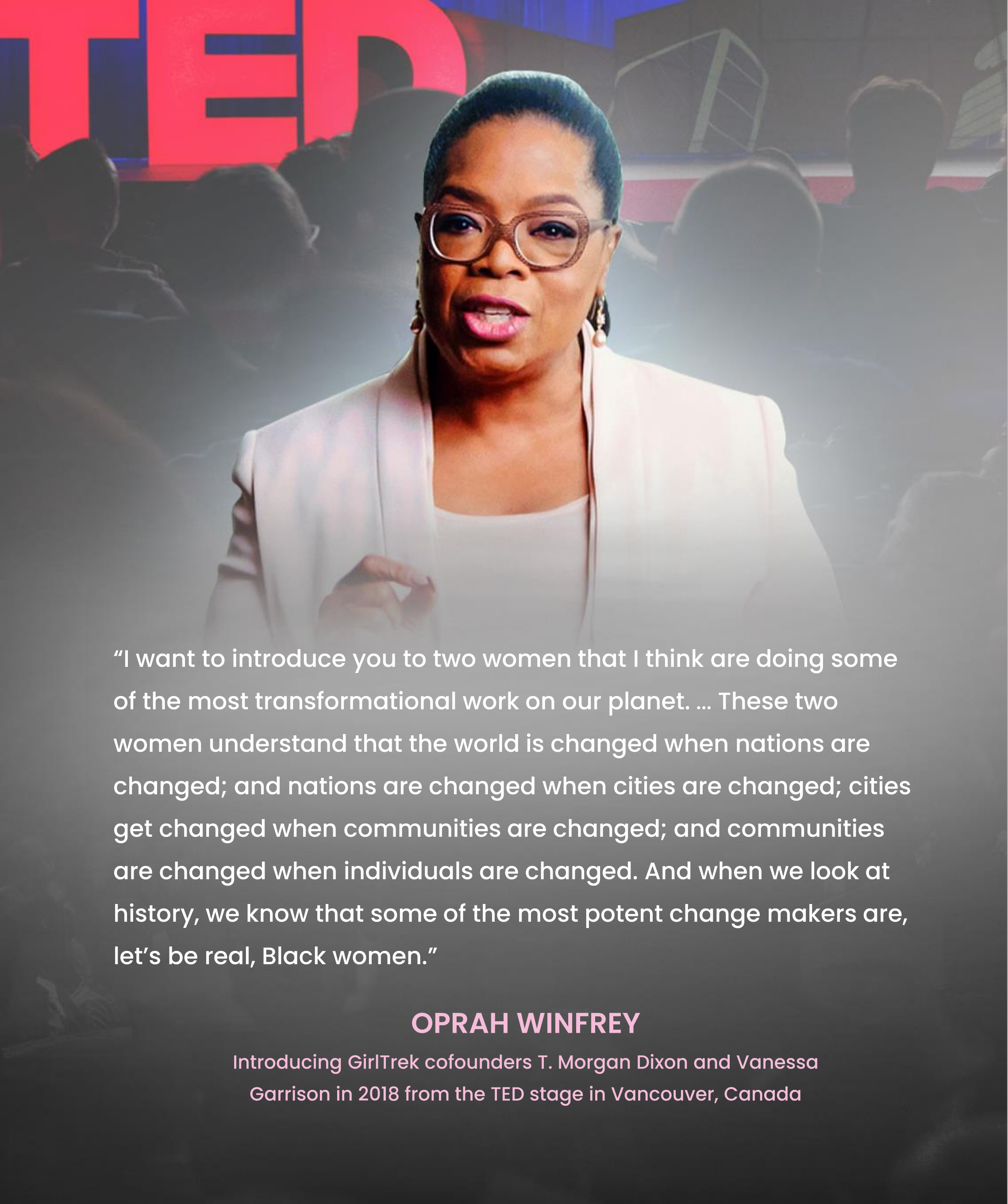
Launched in June 2020, [#BlackHistoryBootCamp](#) is GirlTrek’s most successful walking campaign to date: a 21-day walking meditation for daily resistance that celebrated a different Black woman of historic significance each day. Revolutionary Black women in history such as Stagecoach Mary, Mamie Till-Mobley, Shirley Chisholm, Ida B. Wells and Ella Baker are among those featured.



113,000+
people signed-up to honor these champions of Black culture and womanhood through walking

300,000+
Downloads across Apple Podcasts, Spotify, and Buzzsprout for [#BlackHistoryBootcamp](#) podcasts





“I want to introduce you to two women that I think are doing some of the most transformational work on our planet. ... These two women understand that the world is changed when nations are changed; and nations are changed when cities are changed; cities get changed when communities are changed; and communities are changed when individuals are changed. And when we look at history, we know that some of the most potent change makers are, let’s be real, Black women.”

OPRAH WINFREY

Introducing GirlTrek cofounders T. Morgan Dixon and Vanessa Garrison in 2018 from the TED stage in Vancouver, Canada

GirlTrek’s model recognizes that Black women are highly effective influencers, leaders, breadwinners, and advocates for themselves and their communities.”

NEW PROFIT
Nonprofit social innovation organization and venture philanthropy fund

When people ask me who’s doing it right, who is, really at the core, understanding the community and living the values of the organization, I often tell the GirlTrek story because you are it – the team is amazing, the organization, the vision and the entire community around it... I think of myself as an amplified to the movement and a connecting link to get GirlTrek connected to other partners in the industry.”

MYRIAN SOLIS CORONEL
Next Gen Marketing Manager, REI

GIRLTREK CONTINUES TO GROW WITH THE SUPPORT OF OUR STRATEGIC, TRAINING AND MEDIA PARTNERS. THEY INCLUDE:



RESOURCE CENTER

NEED TO TALK TO SOMEONE FOR YOUR STORY? LET US CONNECT YOU TO THE RIGHT SOURCE.

GirlTrek's cofounders Vanessa Garrison and T. Morgan Dixon are experts on the following topics: Black women's health and wellness, activism, leadership, movement building and more ...

GirlTrek has active walkers in more than 2,500 cities with fascinating stories of personal transformation. Let us help coordinate interviews in your media market.

- GirlTrek's talking points [here](#).
- The official GirlTrek logo [here](#).
- The 2019 GirlTrek annual report [here](#).
- [The GirlTrek Flickr gallery](#) for hi-res images to accompany your story.
- GirlTrek's cofounders Vanessa Garrison and T. Morgan Dixon have been featured on the TED stage. Both of their TED talks have more than 1 million views: (2017) [The trauma of systematic racism is killing Black women. A first step toward change](#) ... and (2018) [The most powerful woman you've never heard of](#).
- Contact us for GirlTrek B-roll and video.





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www.girltrek.org

#GirlTrek

