

GirlTrek

OFFICIAL 2023 MEDIA KIT



GirlTREK is the largest health movement and nonprofit organization for Black women and girls in the U.S. We encourage Black women to walk 30 minutes a day, 5 days a week, as an act of radical self-care.

Our programming has done what no billion-dollar weight loss company or public health campaign has done. Black women are walking at life-saving levels. They're getting off meds. They're losing weight. They're finding joy.

In 2020, we met our audacious goal to inspire a million Black women to walk. We will now leverage this critical mass of Black women to reclaim our neighborhoods, create population-level systems change, and inspire a global culture of health that will reverse the devastating impacts of chronic disease and increase the life expectancy of Black women worldwide.

OUR GOAL

**Increase the life expectancy of
Black women by 10 years in 10 years**

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

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



OUR REACH

 **1.3M**

Black Women Have Pledged to Walk 30 Minutes a Day, 5 Days a Week

 **49**

Countries where GirlTrek has reached

 **16.8M**

Social Media Reach in 2023

 **59**

Moderated Facebook Support Groups in the highest need cities in the country

 **2.7M**

Downloads of Walking Podcast Black History Bootcamp

 **3**

Webby Awards for Black History Bootcamp



BEFORE GIRLTREK



27% of women not walking at all



16% of women walking at least 5 days a week



44% of women walking less than 30 mins when they walked for exercise

2022 IMPACT

Data based on a national survey conducted in 2022.



95% of women surveyed walked at least once a week



38% of women walked at least 5 days a week



75% of women walked at least 30 mins when they walk for exercise



39% of women reported that they were in better health than they were a year ago



84% of women have chosen walking to lessen the weight of racial injustice and the impact of COVID over the past two years

MEET OUR FOUNDERS



VANESSA GARRISON



T. MORGAN DIXON



Founded in 2010, GirlITREK 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 and international convenings including the Clinton Global Health Summit, the Surgeon General's Council on Walking, Skoll World Forum, Obama Foundation Summit, White House Council on Children in the Outdoors, Essence Festival and the Healthy Women: Healthy Cities Global Summit. They have been featured on The Today Show, CNN, in The Washington Post, The New York Times and on the cover of Outside Magazine as part of a group of 10 iconic women impacting the outdoor world. With their leadership, GirlITREK won TED's Audacious Prize, a historic investment given to the boldest ideas for social change.

As co-founders of GirlITREK, Morgan and Vanessa were named among the top 1% of social innovators in the world with fellowships from Harvard, Ashoka, Echoing Green and the Aspen Institute and have spoken at Echoing Green's All Fellows Summit in Colombia and Ashoka's Global Arab World Summit in Cairo, Egypt. They have two viral TED talks and are the co-hosts of Black History Bootcamp, GirlITREK's award-winning viral podcast.

Select awards include the Red Dress Award by Woman's Day Magazine, Women's Health Game Changers by Women's Health Magazine, and The Root 100 Award for the most influential African Americans.

VANESSA GARRISON



T. MORGAN DIXON



Women's Health

GAME CHANGERS

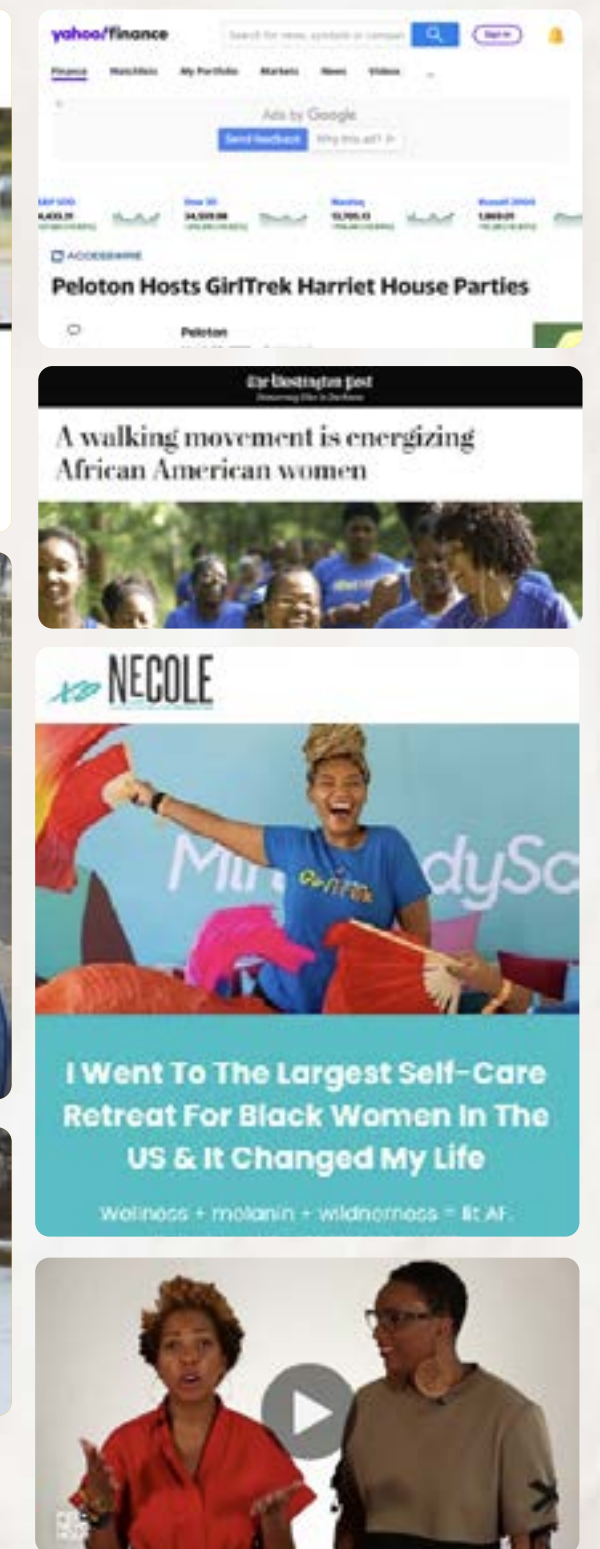
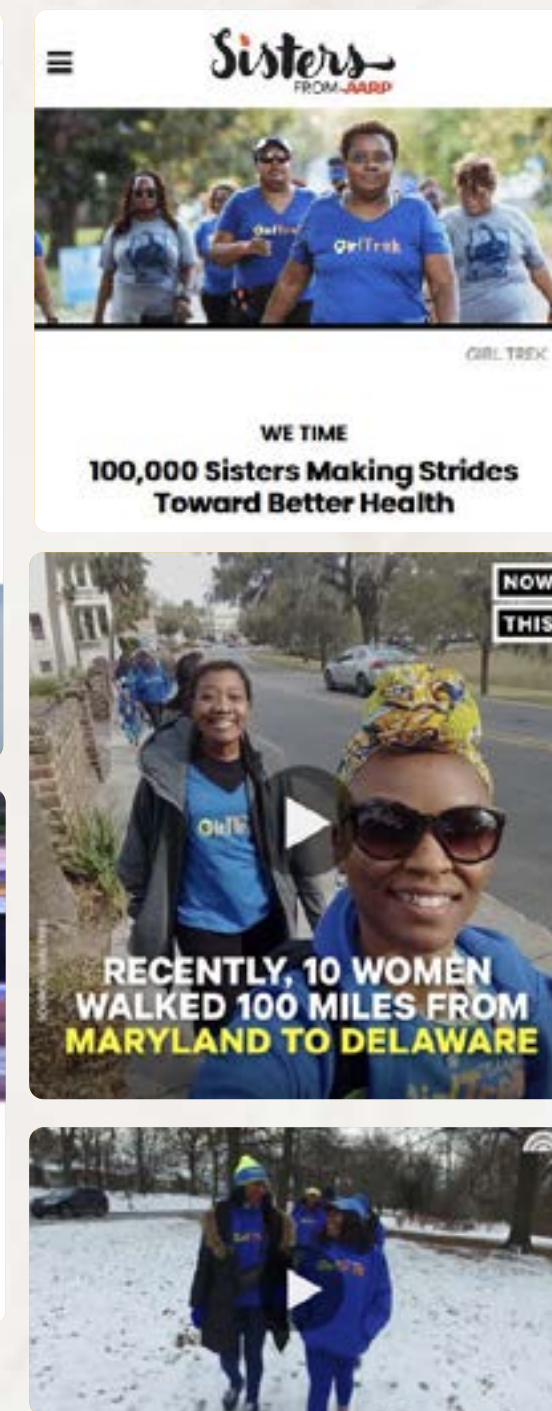
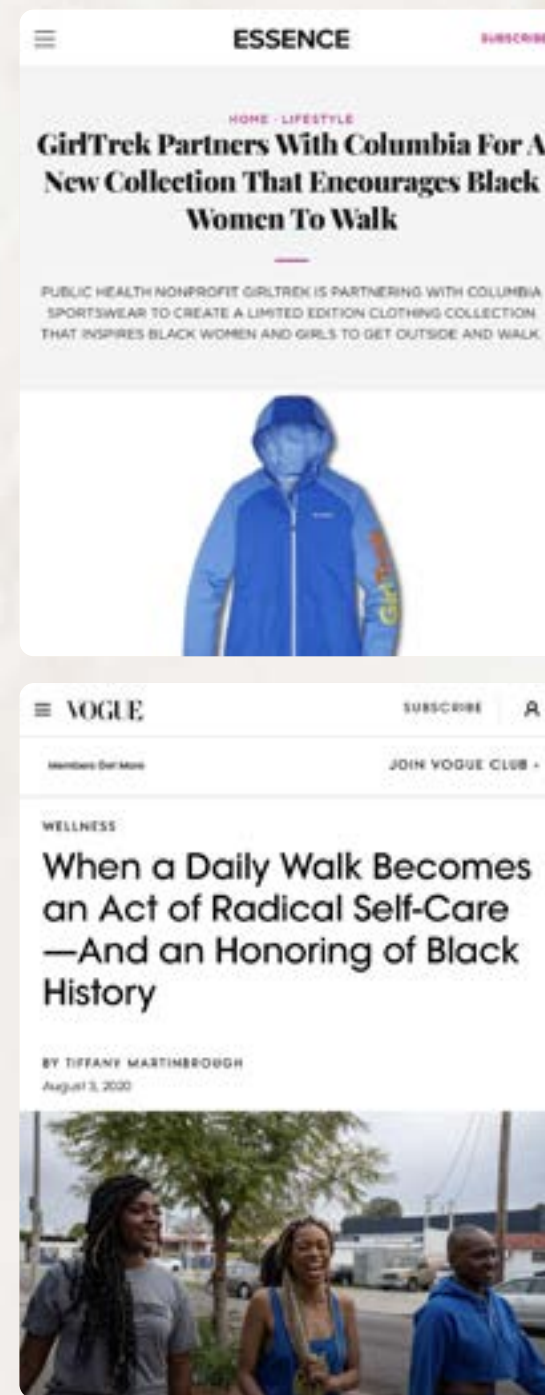


THE ROOT





NATIONAL MEDIA



GIRLTREK HAS PROUDLY BEEN FEATURED ACROSS VARIOUS MEDIA INCLUDING

THE OPRAH MAGAZINE

FAST COMPANY

ESSENCE

THE CHRONICLE OF PHILANTHROPY



Women's Health

Stanford SOCIAL INNOVATION Review



EBONY



npr





REGIONAL MEDIA



San Francisco, CA



Chicago, IL



Washington DC



Fort Worth, TX



New Orleans, LA



Des Moines, IA



Fort Mill, SC



Ferguson, MO



Whiteville, NC



Pasadena, CA



Selma, AL



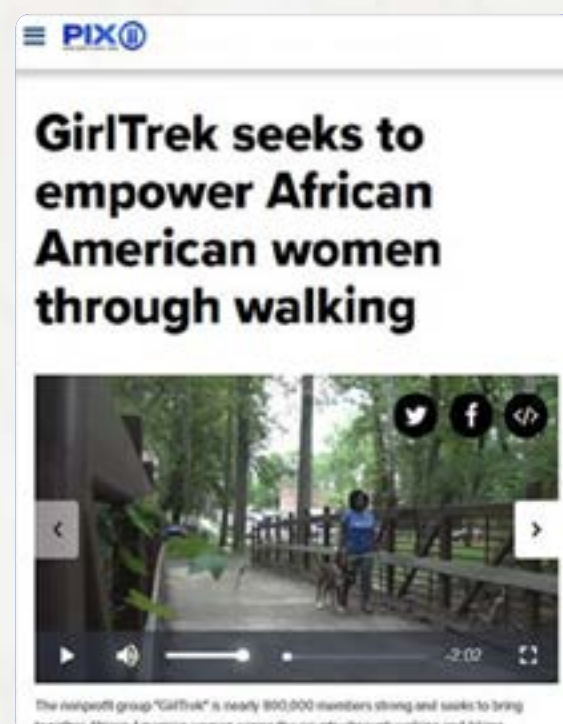
St. Louis, MO



Seattle, WA



Philadephia, PA



New York, NY

DaughtersOf is a multimedia campaign that honors our matrilineal heritage and centers the stories of Black women. It is a celebration of the traditions of our foremothers and the self-care secrets that they have passed down. The #DaughtersOf conversation series, a groundbreaking national broadcast that The New York Times called a “must-see event,” featured first-ever conversations with legendary Black

women: **Angela Davis and Nikki Giovanni; Dr. Bernice A. King and Ilyasah Shabazz**, the daughters of historic futures Coretta Scott King and Dr. Martin Luther King, Jr., and Betty Shabazz and Malcolm X; and the leaders of **all four Black sororities**. We will continue in 2023 and 2024 bringing powerful stories like these to Black women everywhere. Our goal is to inspire Black women to learn the stories of their

mothers and to catalog the most powerful self-care traditions and survival secrets passed down from our mothers and grandmothers. Influencers like writer and social commentator Luvvie Ajayi Jones, singer Lalah Hathaway, actress Kelly McCreary (Grey’s Anatomy), and lifestyle expert Jazz Smollett have participated in the #DaughtersOf campaign by telling their stories.



1.2 MILLION+
people watched the broadcasts

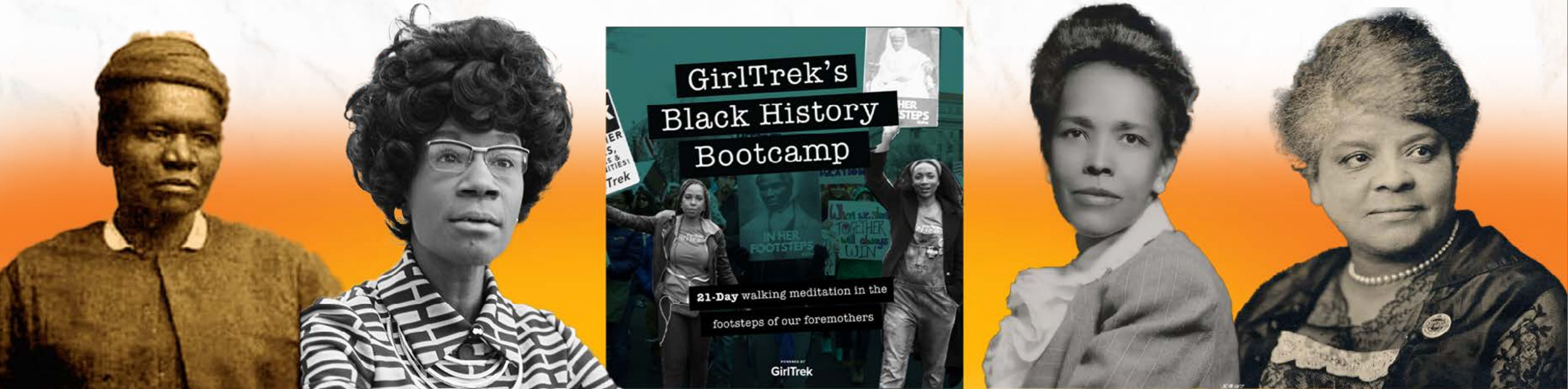


14.2 MILLION+
impressions on social media

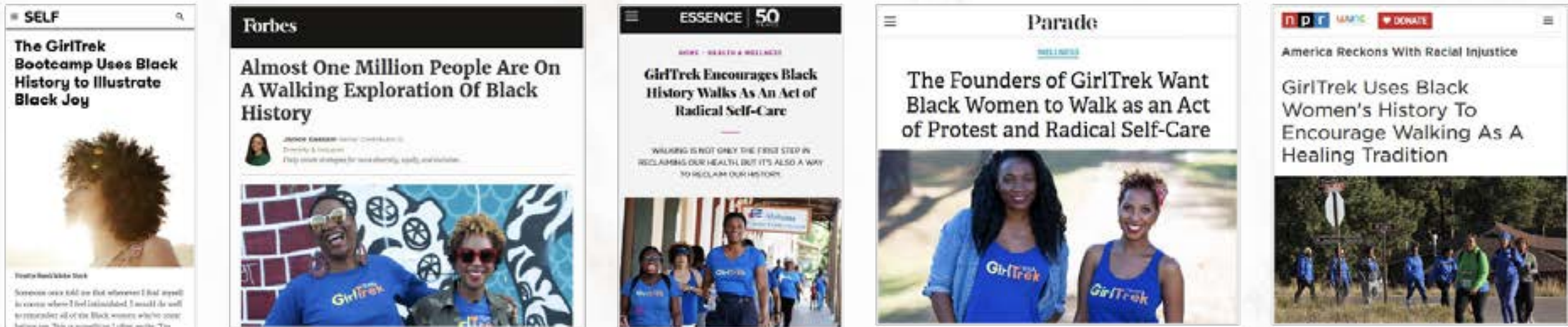
Launched in June 2020, **Black History Bootcamp** is GirlITREK’s most successful walking campaign to date. A one-of-a-kind podcast that celebrates significant people, places and moments in Black history, Black History Bootcamp inspires women to hit the pavement for at least 30 minutes a day for 21 days, the time it takes to develop a habit. Revolutionary Black women in history such as Stagecoach

Mary, Mamie Till-Mobley, Shirley Chisholm, Ida B. Wells and Ella Baker are among those featured, in addition to live appearances from influential leaders such as Oprah Winfrey and Diane Nash. Our content is being used in classrooms, in boardrooms and in living rooms to teach and educate while also mobilizing people to walk.

The podcast has been recognized by the International Academy of Digital Arts and Sciences with three Webby Awards: Best Live Podcast Recording (2022), People’s Voice Winner for Best Live Podcast Recording (2022), and Podcast Best Series (2023). Now with seven seasons and more than 2.7 million downloads, we are inspiring Black women all over the world to create a habit of daily walking.



“I just want to thank you for Black History Bootcamp... it is a lifesaver. The stories have been a saving grace, especially on days when I feel the world pressing down on my back. I recently listened to the episode about Nina Simone, and when you talked about the fear that Black women feel it resonated with me.”
– ALTHEA



2.7 MILLION
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 get 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

The New York Times

“We’ve spent an enormous amount of money on research-based approaches to obesity prevention and treatment, and almost none of them have worked with Black women...One of the key predictors of positive treatment outcomes is really high levels of engagement. I’ve been doing work on obesity as it affects medically vulnerable populations for 15 years, and I don’t know of anything in the scientific community or any public health campaigns that have been able to produce and sustain engagement around physical activity for Black women like GirlTrek does. Not even close.”

DR. GARY BENNETT

The New York Times, April 5, 2016

GIRL TREK 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.

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

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

- GirlITREK's talking points [here](#).
- The official GirlITREK logo [here](#).
- The 2021 GirlITREK Annual Report [here](#).
- [The GirlITREK Flickr gallery](#) for hi-res images to accompany your story.
- GirlITREK's co-founders Vanessa Garrison and T. Morgan Dixon have been featured on the TED stage. Both talks have more than 1 million views: (2017) [The trauma of systemic racism is killing Black women. A first step toward change](#) and (2018) [The most powerful woman you've never heard of](#).
- GirlITREK's [sizzle reel](#).
- Contact us for GirlITREK b-roll and video.

Girl TREK

ALL MEDIA INQUIRIES

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#GIRLTREK

📷 @girltrek 🌐 www.girltrek.org

📘 @HealthyBlackWomenandGirls

