

GirITREK 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

There is a health crisis in America and BLACK WOMEN AND GIRLS

are among the hardest hit.















OUR REACH



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





Countries where GirlTrek has reached



BEFORE GIRLTREK





27% of women not walking at all



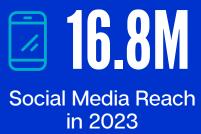
of women walking at least 5 days a week

44%

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

2022 IMPACT







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



Downloads of Walking Podcast Black History Bootcamp



Webby Awards for Black History Bootcamp

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

of women have chosen

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















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 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, GirlTREK won TED's Audacious Prize, a historic investment given to the boldest ideas for social change.

As co-founders of GirlTREK, 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, GirlTREK'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 © @vanessatreks



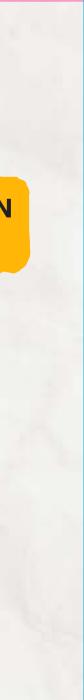
Women's Health GAME



T. MORGAN DIXONImage: Organized and the second secon





















NATIONAL

III Name

B THE BLACK WALL STREET TIMES

BURITH

Actress Halle Berry to serve as race captain for GirlTrek's Black Family 5K

Sy The Black Vall Street Times November 9, 2021 Systems September 16, 2022 Contract Contract Contract





The Opinion Pages O Opinionator



Walking Together for Health and Spirit in early 2013, the Rev. Thereas S. Thereas stambled upon a Facebook page titled "Girffreis: Healthy Elack Women and Girls."

"It moved my life," site said. Theorem is a set of the set of th

Guideposts

iome + Better Living + Health and Wellness + Exercise



GirlTrek: Regaining Your Health One Step at a Time

ESSENCE

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HOME - LIFESTILI **GirlTrek Partners With Columbia For A** New Collection That Encourages Black Women To Walk

PUBLIC HEALTH NONPROFIT GIRLTREN IS PARTNERING WITH COLUMBIA SPORTSWEAR TO CREATE A LIMITED EDITION CLOTHING COLLECTION THAT INSPIRES BLACK WOMEN AND GIRLS TO GET OUTSIDE AND WALK



SUBSCION A

JOIN YOGUE CLUB

≡ VOGUE Mambers Dat Mark

WELLNESS

When a Daily Walk Becomes an Act of Radical Self-Care -And an Honoring of Black History

BY TIFFANY MARTINEROUGH Aug. #11, 202





GIRLTREK IS HELPING BLACK FAMILIES SHAKE OFF THE "ITIS" AND LACE UP THEIR WALKING SHOES THIS THANKSGIVING



AFROPUNK



MORGAN DIXON WANTS BLACK WOMEN TO FEEL PLEASURE

ly Bridget Todd - August 20, 2010 - 🚣 528 Ploka

GIRLTREK HAS PROUDLY BEEN FEATURED ACROSS VARIOUS MEDIA INCLUDING

O THE OPRAH MAGAZINE

FAST@MPANY

ESSENCE

PHILANTHROPY



These Women Just Walked 100 Miles of the **Underground Railroad**



HOME > MIND & BODY

■ Health

SUBSCRIBE



How the Founder of **GirlTrek is Fighting Diabetes in Her** Community

'I couldn't sit by as their futures were threatened by this silent health crisis."



= GLAMOUR

lealth-Fitness

Meet the Women **Battling The Obesity** Crisis in the Black Community, One Half-Hour Walk at a Time

CNN

Black women start a walking movement to battle the obesity

epidemic

By Elizabeth Greenwood January 23, 2018

Sisters-

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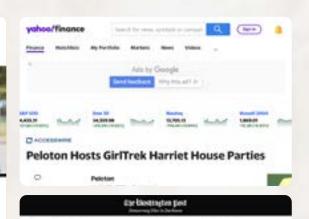


WE TIME 100,000 Sisters Making Strides **Toward Better Health**

GIRL TREE







A walking movement is energizing African American women







I Went To The Largest Self-Care Retreat For Black Women In The US & It Changed My Life



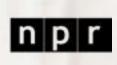
Women'sHealth

StanfordSOCIAL INNOVATION^{Review}























REGIONAL MEDIA



San Francisco, CA

Chicago Tribune GirlTrek kicks off Women's History Month with #ThankBlackWomen campaign

> By BARCEL ROCKETY DISCASS TRIBUNE : FEB 24, 2428 ¥ 8 ~



Chicago, IL

wtopnews

Civil rights education and women's health intersect in GirlTrek's latest New Orleans, LA initiative

Sam Part | Photo Part 100

GirlTrek, an organization that's focused on improving the health of African American women, is introducing a new initiative to reflect on the activism of those leaders.

Washington DC



FORT WORTH North Texas Women Find Wellness and Friendship in Walking Group

By Deborah Ferguson - Published May 15, 2023 - Updated on May 15, 2023 at 10.26 am f 25

Sharing the road in New

Orleans with drivers,

trekkers and cyclists

MAY 23, 2019 - 1:54 PM 🗣 🖪 2 min to read

Fort Worth, TX

1





Fort Mill, SC

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86* 40

NEWS

walking



by: Michelle Madaras CDT

Ferguson, MO

FOX 2 now

One step at a time: Ferguson mother channels grief, honors son through

Posted: Nov 2, 2019 / 07:50 PM CDT / Updated: Nov 2, 2019 / 07:01 PM

WWAY 51 HAPPENING NOW

Read the latest updates on coronavirus...

LOCAL NEWS COLUMBUS COMMUNITY LOCAL 'GIRLTREK' CHAPTER STARTED TO ADDRESS AFRICAN-AMERICAN WOMEN'S HEALTH

October 28, 2019 8:19 AM



Whiteville, NC

NEWS 1



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

Selma Times-Journal 💭



GirlTrek to spend weekend in Selma

Selma, AL

ST. LOUIS AMERICAN

GirlTrek 21-day walk challenge fused Black History with self-care

By Ashley Jones For The St. Louis American 3J 5, 2020 🔍 0



Over 85,000 daughters of Marsha P. Johnson, Ida B

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St. Louis, MO

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Seattle, WA

2GAMERICA WALKS

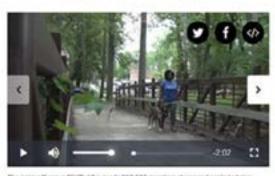
Walkability is a Health Justice Issue in Philadelphia



Philadephia, PA

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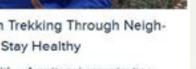
GirlTrek seeks to empower African American women through walking

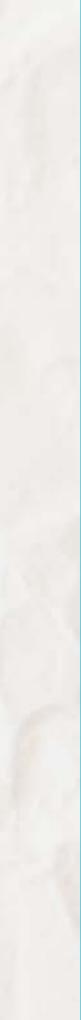


The nonprofil group "Galfhuk" is nearly 800,000 members strong and saves to bring together Atrican American women across the exuntry through walking and hiking

New York, NY







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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







Ms.

Angela Davis and Nikki Giovanni Set Example of "Radical Honesty" for Black Women 5/21/2020 by CELESTE DOAKS



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.





#DaughtersOf Campaign Honors the Legacy of Black Mothers

On May 15, Bernice A. King and Ityasah Shabazz will come together to discuss radical friendship, such as the one between their methers, Coretta Scott King and Betty Shabazz, via Facebook Livo.



14.2 MILLION+ impressions on social media















Launched in June 2020, **Black History Bootcamp** is GirITREK'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.



"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

The GirlTrek Bootcamp Uses Black History to Illustrate Black Joy



Forbes

Almost One Million People Are On A Walking Exploration Of Black History



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.



ESSENCE 50

GirfTrek Encourages Black

History Walks As An Act of Radical Self-Care

WILKING IS NOT ONLY THE FIRST STEP IN 2 AMING OUR HEALTH, DUT IT'S ALSO A WAY 30 RECLAIM OUR HISTORY.



Parade

The Founders of GirlTrek Want Black Women to Walk as an Act of Protest and Radical Self-Care



D D C MARS: # DONATE

America Reckons With Racial Injustice

GirlTrek Uses Black Women's History To Encourage Walking As A Healing Tradition



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 communties are changed; and communities get changed when individiuals 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 YOU STORY? Let us connect you to the right source.

GirlTREK'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...

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

- **GirITREK's talking points here.**
- The official GirlTREK logo here.
- -> The 2021 GirlTREK Annual Report here.
- The GirlTREK Flickr gallery for hi-res images to accompany your story.
- → GirITREK'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.

GirlTREK's sizzle reel.















Girl TREK

ALL MEDIA INQUIRIES

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www.girltrek.org



