



# GirlTrek

OFFICIAL 2019 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.

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

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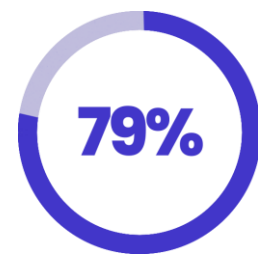
It all starts with taking the pledge at [GirlTrek.org](http://GirlTrek.org)



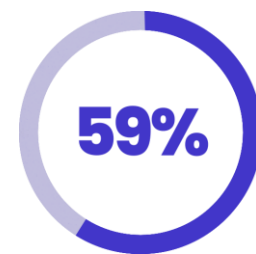


# GirlTrek By The Numbers

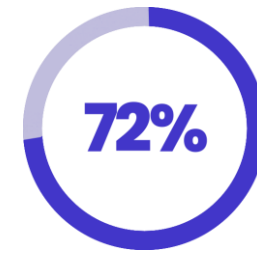
<b>1.5 Mil+</b> WEEKLY #GIRLTREK IMPRESSIONS	<b>600K</b> SOCIAL MEDIA FOLLOWERS	<b>100K</b> EMAIL SUBSCRIBERS	<b>200K</b> MEMBERS AND GROWING DAILY	<b>50</b> MODERATED ONLINE SUPPORT GROUPS IN HIGHEST NEED CITIES	<b>92%</b> VOLUNTEER APPROVAL RATE	<b>TOP 5 ACTIVE CITIES</b> HOUSTON, SEATTLE, BALTIMORE, NEW YORK, CLEVELAND
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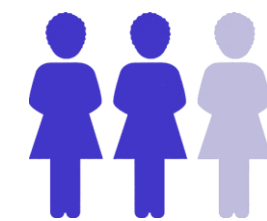
**79% of GirlTrek members** have been inspired to try new fitness activities <sup>1</sup>



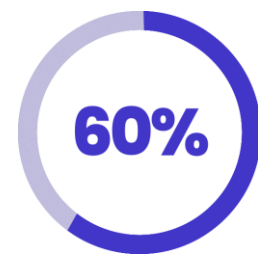
**59% of GirlTrek members** are at life saving levels (5 days per week for 30 minutes as recommended by the CDC) <sup>1</sup>



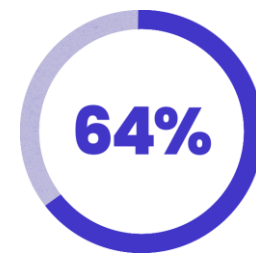
**72% of GirlTrek members** have walked 100 days or more



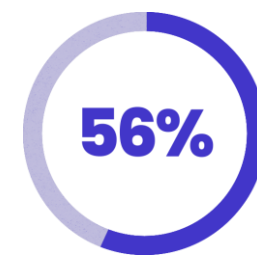
**2 out of 3 GirlTrek members** saw improvements in symptoms from pre-existing health conditions like high blood pressure <sup>1</sup>



**60% of GirlTrek members** improved their eating habits



Losing weight reduces risk of conditions like heart disease and diabetes. **64% of GirlTrek members** lost weight on average (15lbs) <sup>1</sup>



**56% of GirlTrek members** are no longer taking medications for pre-existing health conditions <sup>1</sup>



Average amount saved per person on prescription drug costs this year was **\$1,018** <sup>2</sup>

<sup>1.</sup> Data is based on national survey of GirlTrek members in Oct. 2018 (n~800). A sample size of 384 was needed for the results to be considered statistically significant, and therefore representative, and we more than doubled that number.  
<sup>2.</sup> Prescription drug costs for a normal weight adult average \$700 a year, and for an obese adult the average cost rises to \$1,300 a year.





# GirlTrek Partners

"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 is creating a national movement of healthy citizens and a new sustainable culture of wellness within African-American communities. As a managing partner at New Profit, a venture philanthropy firm with over 20 years experience investing in America's social entrepreneurs and problem solvers, I joined GirlTrek's board because they combine the best of systems change strategy with local organizing to transform lives. GirlTrek is helping the philanthropic sector understand what it takes to meaningfully support communities and movements."

**TULAINÉ MONTGOMERY**

GirlTrek Board Chair

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."

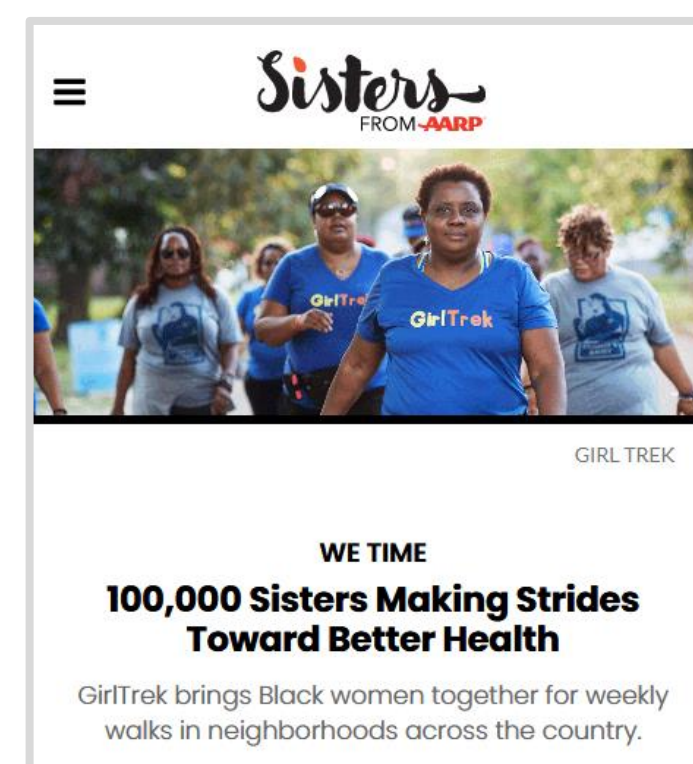
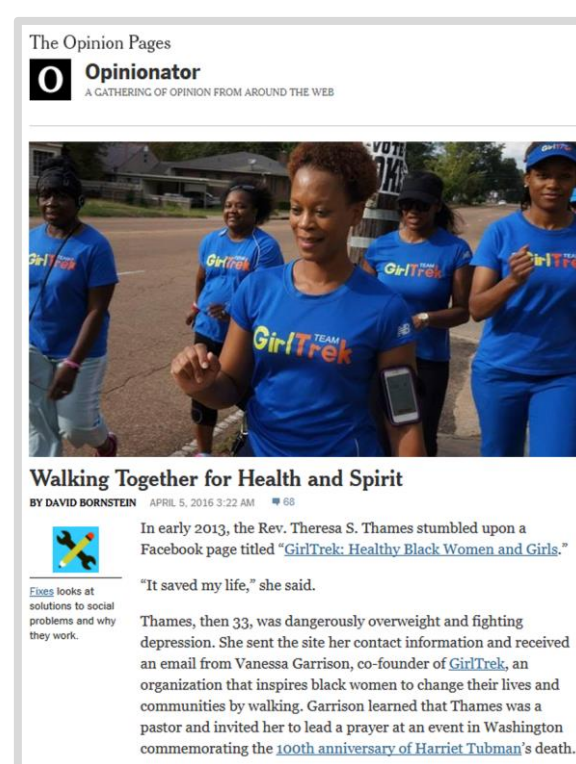
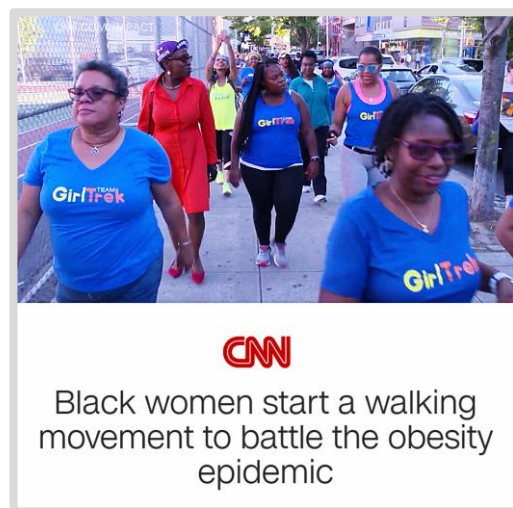
**MYRIAN SOLIS CORONEL**

Next Gen Marketing Manager, REI

**WE CONTINUE TO GROW WITH THE SUPPORT OF OUR STRATEGIC, TRAINING AND MEDIA PARTNERS.**







GIRLTREK HAS PROUDLY BEEN FEATURED ACROSS VARIOUS MEDIA INCLUDING





# Meet

# The

# Founders

VANESSA GARRISON



@vanessatreks

T. MORGAN DIXON



@morgantreks



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. In Fall 2019, they will serve as visiting professors at the Harvard Kennedy School on Social Innovation.



Women's Health  
**GAME  
CHANGERS**

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.



## 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 2018 GirlTrek annual report [here](#).
- [Harriet's Handbook](#) is a list of 1,000 GirlTrek walks and daily walking prompts.
- [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.



# Resource

# Center





## All Media Inquiries:

Chief of External Affairs, jewel bush

[jewel@girltrek.org](mailto:jewel@girltrek.org)

(202) 681-3003

## Follow Us!



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@HealthyBlackWomenandGirls



[www.girltrek.org](http://www.girltrek.org)

#GirlTrek

