



**JUNIOR LEAGUE OF
ROCHESTER**

Women building better communities®

NEWS RELEASE

For Immediate Release
October 2007

Media Contacts:

Kristina McDonnell jlrgirlsrock@gmail.com (585) 394-0674

Junior League of Rochester
GIRLSrock! Community Assistance Project
2007-2008

Rochester, NY — The Junior League of Rochester (JLR) announces the community assistance project GIRLSrock! The JLR believes all young women should have access to the tools necessary for a bright future. The Junior League of Rochester will positively impact the lives of girls, grades 7-12, through innovative programs focusing on self-esteem, nutrition, leadership and mentoring. The goal of the JLR is to give teenage girls an all encompassing experience which helps them reach their potential and will lay a healthy foundation for their future. GIRLSrock! consists of workshops that will be conducted individually throughout the year. Each program is approximately two and a half hours long.

GIRLSrock! ... the Kitchen - The program goal is to encourage teenage girls to make healthy eating choices by participating in a hands-on cooking workshop. Topics include identifying portion size, making healthy snacks, eating fruits and vegetables, and exercising. GIRLSrock! ... the Kitchen will also be held at after school programs during the week.

GIRLSrock! ... the Job, educates teenage girls to be successful and confident young adults in the following: exploring careers, learning etiquette, interacting socially and projecting a positive image through their attire.

GIRLSrock! ... the Defense, workshop provides tools for confidence and personal safety. Topics will include bullying and internet safety.

The JLR is committed to providing resources and programs to improve the lives of those in the Rochester area. The JLR believes by concentrating our volunteer efforts we can increase the impact in our local community. The JLR adopted the following focus:

"Empowering and nurturing today's teenage girls with life skills."

The JLR recognizes the ongoing support of our sponsors. Our project sponsor and advisor is Hurd Orchards, Holley, NY. We also thank the Rochester Institute of Technology's Nutrition Club for their guidance.

The JLR is currently accepting donations to support the GIRLSrock! project. The JLR is also seeking community groups with teenage girls, grades 7 – 12, who are interested in participating in the GIRLSrock! workshops. For more information please email jlrgirlsrock@gmail.com, call the Junior League of Rochester office at (585) 385-8590 (choose option 7) or visit our website at www.jlroch.org.

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The Junior League of Rochester, Inc. is an organization of women committed to promoting voluntarism, developing the potential of women, and improving communities through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable.