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Girl Talk Press Release

PRESS CONTACT

Haley Kilpatrick
Girl Talk
(404) 442-5605
Haley@desiretoinspire.org

GIRL TALK ADDS BELL CAPITAL MANAGEMENT AS FOUNDING SPONSOR

72 new Girl Talk chapters started in last 3 weeks alone.

ATLANTA, Sept. 27 /PRNewswire/ -- Girl Talk, Inc. – **Girl Talk, Inc. (www.desiretoinspire.org)**, an Atlanta-based nonprofit organization dedicated to helping middle school girls through student-to-student mentoring programs, announced today the addition of Bell Capital Management as the organization's first Founding Sponsor. The new relationship will enable the organization to expand their reach through enhanced Girl Talk programs, provide valuable and needed materials for new chapters, and improve communications with chapters nationwide.

As the Founding Sponsor, **Bell Capital Management** will donate a total of \$100,000 to Girl Talk which will be used in part to off-set operational expenses, expand new technology and marketing efforts, fund Board Member meetings and support Girl Talk's annual fund raiser. To honor Bell Capital Management as Girl Talk's Founding Sponsor, the National Girl Talk Leader of the Year Award will permanently be in their name, and a portion of the funds have also been earmarked to award two outstanding Girl Talk leaders with scholarships.

According to Ron Bell, chairman and founder of Bell Capital Management, the company selected Girl Talk as their philanthropy of choice because of the organization's unique approach to helping young girls. "In order to make a difference among the teenage population, we have to reach those individuals who will set the standard of behavior: a high bar for academic achievement and a high value system. That means we have to reach the teenage girls," said Bell.



Having been involved in Emory University's alumnae/student mentoring programs for many years, Bell was intrigued by Girl Talk's student-to-student mentoring philosophy. "Even in a good parenting environment, young girls will often listen to an older teen before an adult when it comes to certain subjects. And in the absence of a positive parenting environment,



info@desiretoinspire.org



Girl Talk may provide the only support system available to many young girls,” said Bell. “We are realizing how valuable the Girl Talk program is by the number of chapters they’ve established so quickly. I would love to see a chapter in every high school in the country.”

“Having the support of Ron Bell and Bell Capital Management will help raise awareness of Girl Talk,” said Haley Kilpatrick, Girl Talk’s President and Founder. “Girl Talk is actively searching for the right types of sponsors – individuals and foundations, as well as up to five corporate sponsors – who can help us strengthen our dialogue with teens, establish a scholarship program for Girl Talk leaders, and grow our reach. There are over 12 million teenaged girls in the United States alone in need of a mentor. Girl Talk’s mission is to continue to reach each and every one of them, one girl at a time. Thanks to people like Ron Bell, we are able to further our mission and reach many more young girls in need of a mentor.”



Girl Talk offers a variety of ways for people to get involved including the following:

- High school girls can be leaders in their community and start a Girl Talk chapter by logging on to www.desiretoinspire.org and downloading the Girl Talk handbook.
- Middle school-aged girls can join a local chapter.
- Teachers, guidance counselors, or principals can be an advisor for a chapter. Girl Talk requires each chapter to have an advisor present at every meeting.
- College females can help high school girls start a chapter.
- Professionals from a variety of backgrounds can volunteer to speak to a local chapter on topics such as friendship, gossiping, materialism, leadership, forgiveness, outward appearances, and popularity.
- And, anyone can make a donation to Girl Talk either by mailing a check, or by donating online with a credit card at www.desiretoinspire.org.

In addition to securing a Founding Sponsor, the 2006 year marks many milestones for Girl Talk including the following:

- Girl Talk increased their fundraising potential by securing relationships with two third-party organizations, eBay’s Giving Works and MissionFish.org. Through the agreement, any eBay seller around the world can sell an item on eBay and choose to donate some or all of the proceeds to Girl Talk.
- VolunteerMatch.org agreed to help Girl Talk connect with young teenage girls interested in becoming leaders in their communities by starting Girl Talk chapters. The relationship introduced Girl Talk to over 250 potential new Girl Talk leaders in Colorado, Connecticut, Florida, Georgia, Illinois, Indiana, Minnesota, Missouri, New Mexico, New York, Ohio, Pennsylvania, Texas, Virginia, and Wisconsin.



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- In June, Girl Talk's first annual National Leader of the Year Award and scholarship was presented to Mary Catherine Kinney, a four-year Girl Talk Leader from Albany, GA. The 2005 scholarship was sponsored by Palmyra Medical Centers, also of Albany.
- Brown Bag Marketing (www.brownbagmarketing.net) volunteered their creative services to re-design the Girl Talk Web site with multiple enhancements including an online donation tool, the creation of various sponsorship levels, downloadable Tool Kits for Girl Talk Leaders, and an online photo album.

From the beginning, Girl Talk's primary goal has been to inspire young girls to realize their innermost dreams by promoting self-worth, building self-esteem, and teaching the importance of community service. In the past three weeks alone, 72 new Girl Talk chapters have been established all across America with the start of the 2006-2007 school year.

According to Kilpatrick, the organization's student-to-student mentoring programs are proving to be highly effective in reaching young girls. "Girl Talk provides young teenagers with the emotional support and understanding that can only come from someone who has been in their shoes and understands what they are going through. We believe that if teenage girls are taken care of emotionally, then they will excel academically." said Kilpatrick. "We're excited about our progress so far and our goal remains to have chapters in all 50 states by 2010."



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About Bell Capital Management

Bell Capital Management, Inc. (BCM) provides investment management services for pension plans, profit sharing plans, financial institutions, foundations and high net-worth individuals. Founded in 1984 and located in Atlanta, GA., BCM is a fee-based investment advisor, registered with the SEC. With more than \$500 million under management, BCM utilizes a time-tested, proven investment process that is predicated on effectively managing market risks.

About Girl Talk

Girl Talk is a national nonprofit organization that provides the necessary tools for girls to create student-to-student mentoring programs in their schools and communities, and gives them ongoing support and resources to grow and become more effective. Founded in 2002 and based in Atlanta, GA, Girl Talk is a 501(c)(3) nonprofit with chapters in 19 states reaching nearly 10,000 girls. Girl Talk's unique student-to-student mentoring programs pair middle school girls with high school girls who serve as mentors. Middle school girls build self-esteem through positive weekly programs, learn the importance of community service, and most importantly – benefit from a valuable relationship with a high school Girl Talk Leader. High school leaders get a sense of accomplishment, knowing they've helped contribute to another person's future. Girl Talk's Web site is www.desiretoinspire.org.



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