

First Founding Sponsor Named for Mentoring Organization, Girl Talk, Inc.

Funds to be used to help expand benefits to Girl Talk chapters nationwide

ATLANTA, Sept. 27 /PRNewswire/ -- Girl Talk, Inc. (<http://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, 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 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.
- Teachers, guidance counselors, or principals can be an advisor for a chapter.
- 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 issues faced by middle schools daily.
- And, anyone can make a financial donation to Girl Talk so that the organization can help support local chapters.

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," said Kilpatrick. "We're excited about our progress so far and our goal remains to have chapters in all 50 states by 2010."

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 <http://www.desiretoinspire.org>.