

Cool Girls, Inc.



dedicated to the self-empowerment of girls

FOR IMMEDIATE RELEASE

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COOL GIRLS, INC. AND THE TJX FOUNDATION PARTNER TO GET GIRLS MOVING

Atlanta, GA, November 2, 2009 Cool Girls, Inc. announced today that it has received a \$5,000 grant from The TJX Foundation to support Cool Fitness, a signature Cool Girls program aimed at getting adolescent girls moving and keeping them fit for life.

Cool Fitness is an early-intervention fitness and nutrition program for girls ages 9-14. The program is designed to prevent girls from becoming overweight adults by engaging them in regular physical activity, providing fitness and nutrition education, and exposing them to a range of alternative fitness opportunities not typically encouraged or experienced in their local communities.

Approximately 98% of Cool Girls participants are African American or Hispanic. While both of these groups have a disproportionately higher risk of obesity than other groups, African American women between the ages of 12 and 19 are nearly 60% more likely to be overweight than white women in the same age group.

Tanya Ekins, Director of Programs for Cool Girls, develops strategies to address these challenges. "Through Cool Fitness," Ekins states, "we are helping our girls beat these odds."

Cool Fitness uses the award winning *GoGirlGo!* curriculum developed by the Women's Sports Foundation as part of its programming. In after-school Cool Girls Clubs, younger girls learn to understand the various pressures they face and how to make healthy choices for their bodies and minds. Teen girls learn about leadership as they deal with more mature challenges. As with most Cool Girls activities, the Cool Girls Club environment is girls-only, encouraging frank, open conversations on topics ranging from body image and self-esteem to bullying and drugs.

In addition to the after-school curriculum, there are a limited number of enhanced program opportunities, including swimming and cardio training; nutrition, healthy living and fitness workshops; and, at Charles R. Drew Charter School, an introduction to golf. Funding constraints are the primary reason for the limitations.



Page 2 of 2

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“We are absolutely thrilled with The TJX Foundation’s support of Cool Fitness,” says Sandy D. Welfare, Executive Director of Cool Girls, Inc. “We are proud to have a strong program firmly in place. This funding will allow us to provide additional enhanced fitness and nutrition education opportunities for more of our girls.”

About The TJX Companies, Inc. and The TJX Foundation

The TJX Companies, Inc. is the leading off-price retailer of apparel and home fashions in the U.S. and worldwide. The Company operates 885 T.J. Maxx, 816 Marshalls, 323 HomeGoods, and 147 A.J. Wright stores in the United States. In Canada, the Company operates 207 Winners, 77 HomeSense and 3 STYLESENSE stores, and in Europe, 249 T.K. Maxx and 12 HomeSense stores.

The charitable focus of The TJX Foundation is to support organizations that help children, women and families, aid education, assist the disadvantaged, and help prevent domestic violence. In 2008, The TJX Foundation, together with its divisions, supported more than 1,800 nonprofit organizations.

About Cool Girls, Inc.

Cool Girls, Inc. (Cool Girls) is a nonprofit 501(c)(3) organization dedicated to the self-empowerment of girls. In 2009, Cool Girls will serve 500 girls throughout the metropolitan Atlanta region, providing after-school programs, academic tutoring, mentoring, health and fitness education, cultural and social experiences, pregnancy prevention workshops, summer camp, and college scholarships.

Since 1989, Cool Girls has helped thousands of under-resourced and economically disadvantaged girls develop the knowledge, skills, and self-assurance they need to achieve academically, to lead healthy lives, and to break crippling cycles of poverty, teen pregnancy, violence, sexism, and racism. Every program is provided free of charge. For more information, please call Cool Girls at 404-420-4362 or visit www.thecoolgirls.org.

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