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GIRLS ACTION NETWORK LAUNCHES NEW INTERACTIVE WEBSITE

Girls Action Network (“GAN”) launches a new exciting and interactive website at www.girlsactionnetwork.org.

New York, NY – **On July 12, 2006, Girls Action Network (“GAN”)** launched an exciting and interactive website at www.girlsactionnetwork.org. The new website will provide both student and adult users with the opportunity to learn about GAN programs and services, to become involved as a volunteer or Champion for Empowerment and OpportunitySM mentor, to enlist a speaker from the Speakers Bureau or become a GAN speaker, and to access exciting information about the world of work, education, health and fitness, student internships, community service and enrichment opportunities.

GAN is a young, ground-breaking organization that has demonstrated a unique methodology that educates and empowers young women in grades 7-12, with special emphasis on those from underserved communities. At the core of **GAN’s** mission, the realization is that girls commonly are directed towards traditional careers, away from, for example, technology and the sciences. Reaching beyond single mentoring, **GAN** continues to create a myriad of innovative programs and experiences, some in partnership with other nonprofits and organizations, designed to show girls their expansive career and educational choices. At a time when, "research consistently shows that education for girls is one of the most effective – if not the most effective investment a nation can make to improve the health and prosperity of present and future generations", Westfield, the Founder and President commented, GAN illustrates how a relatively small organization can make a difference. The new GAN website was made possible by a generous grant from the **O’Neill Foundation**.

The website project was directed by **Charmaine Sibanda**, who is on the GAN board of directors. Ms. Sibanda is a Manager in Systems and Technology Services with CIT, a financial services company in Livingston, NJ. She brings over 15 years of experience with Systems and Technology. “The goal of the website project was to create a portal for communication to allow more students and adults to be able to connect with GAN,” remarks Ms. Sibanda. Ms. Sibanda further comments that “our focus was to create a site at which both adults and students felt they had a place, which is how we came up with the Student Corner section and the main site. The challenge was to maintain a common look and feel, yet give the two sections their unique attributes.” “We have more design phases left for future development and enhancements, but are extremely pleased with the great work to date of **Daralyn Adams**, principal of **DJA Media & Marketing**, who provided project management and

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copywriting services, and our website developer, Matt Jorgensen, president of Origin Web Design.”

The GAN website design and structure were developed by **Matt Jorgensen**, president and CEO of **Origin Web Design**. Origin Web Design began in 1998 by Matt Jorgensen as the online design component of OriginArts, a Seattle-based graphic and jazz music production company that includes Origin Records, OA2 Records, The Ballard Jazz Festival and radio and video programs. Origin Web Design is a leader in providing musicians, artists and small-medium size businesses with an online presence. Origin's growth in the market has made Mr. Jorgensen a frequent speaker and consultant on Internet and music related topics. Mr. Jorgensen comments that, “my goal in the site design and operation was to provide GAN with an online presence that matches the passion and commitment that it's board and members contribute to the organization.” “I look forward to a continued partnership with GAN to help their website evolve as their organization grows, ” Mr. Jorgensen further comments.

Girls Action Network is a 501(c)(3) nonprofit organization dedicated to helping girls ages 13 and up—with special emphasis on those from underserved communities—become the best they can be. GAN was founded by **Elisa M. Westfield, Esq.** The GAN Board of Directors is comprised of the following individuals: **Ileana Griffiths (INROADS), Mary Ann Jackson (Prudential), Charmaine Sibanda (CIT) and Elisa Westfield (Debevoise & Plimpton LLP)**. GAN also has an active Advisory Board comprised of various experts from diverse fields. For more information, visit www.girlsactionnetwork.org.