



CLIENT:

Girls, Inc. of the Pacific Northwest

A.wordsmith secured ongoing media placements and successfully positioned the non-profit's new CEO (and by extension Girls Inc.) as a visionary leader.

Client Description

Girls Inc.'s purpose-driven mission is to inspire girls to be strong, smart and bold through direct service and advocacy. With research-based programming and enriching experiences, the organization is taking bold action to empower all girls with the confidence needed to own their voice, create radical change in their community and give back to the greater good of humanity.

Project Description

When Girls Inc. of the Pacific Northwest welcomed a trailblazing new CEO and started making strategic strides to expand its reach into Seattle and SW Washington, the non-profit organization engaged A.wordsmith to design and implement a forward-facing media relations and thought leadership program. Their goal was to elevate awareness of Girls Inc.'s leadership transition, unique approach to pro-girl education, in conjunction with their mission to mold the next generation of innovators, crusaders and change makers. To be successful in this endeavor, A.wordsmith met with the new CEO to uncover her perspectives and interests, goals and aspirations for the role, what she envisions for the next chapter of the Girls Inc. story, how the organization's educational programs have evolved to accommodate pandemic-prompted remote learning mandates, as well as the passion topics she'd like to champion in the year ahead. Based on the learnings gleaned from that discussion, A.wordsmith defined and executed a strategic, cohesive, ongoing and results-driven media relations and thought leadership campaign centered on feature stories, expert source commentary and contributed media placements.

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Key Results

Capitalizing on the organization's long-respected after-school programming, the CEO's expertise and personal passions that inspired her to activate and empower positive change, and compelling data that illuminated the life-changing impact of pro-girl curriculum, A.wordsmith secured ongoing media placements and successfully positioned the non-profit's new CEO (and by extension Girls Inc.) as a visionary leader on a mission to create a better, more equitable society.

- **PDX Parent:** [From Bullied to Beauty Queen](#)
- **KGW:** [The Story's #HeyHelp Microdonation Drives](#)
- **KOIN 6, AM Extra:** [Back to School: PNW Nonprofit Targets Learning Loss](#)
- **The Skanner:** [Girls Inc. of the PNW Welcomes Cyreena Boston-Ashby as CEO](#)
- **The Columbian:** [Girls Inc. Tackles Learning Loss](#)
- **KOIN 6, AM Extra:** [How Girls Inc's New CEO is Celebrating International Women's Day](#)
- **eSchool News:** [4 ways a STEAM-centered curriculum is critical to youth education](#)
- **Q13 FOX:** [Girls Inc. inspiring young female leaders for centuries](#)
- **Vancouver Business Journal:** [Girls Inc. empowers, equips girls around Northwest](#)
- **Portland Business Journal:** [How Girls Inc. is empowering young women with the Power of the Purse](#)