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GIRLS ROCK CAMP ALLIANCE DEBUTS NEW WEBSITE AND OUTREACH CAMPAIGN

The Girls Rock Camp Alliance, a non-profit international coalition of forty-three organizations dedicated to empowering girls through music education, unveils new website and outreach campaign.

On February 27th, 2013, the Girls Rock Camp Alliance (GRCA) will debut its new website, featuring a comprehensive look at the scope and impact of its work around the world. Data collected on the site will provide deeper context for the ways each of the camps serve and benefit their communities while collectively taking part in a global movement for social justice. The new website will be the best resource for parents, prospective and returning campers, allies, sponsors, or those wondering how to start a rock camp in their community. Through multimedia content from each camp, the revamped site will keep the public informed with what activities are currently happening at their local rock camp, ways to get involved, community collaborations, showcases, and sponsorships.

Since the inception of the Girls Rock Camp Alliance, over 10,000 girls have been inspired, challenged, and mentored in rock camps, and that number is constantly growing. Many prominent women musicians have shown their support for GRCA by volunteering as instructors and coaches at their local rock camp chapters. Asked about her experience volunteering at the New York rock camp for girls, musician Kathleen Hanna said, "This is the most amazing thing in the whole world. This isn't just showing them how to plug in their guitars, it's developing a community." Los Angeles songwriter Exene Cervenka explained her motivation to join the girls rock movement, stating, "I think it's very important for young girls to get involved playing this music early. And the Girls Rock Camp [Alliance] is a great organization to get involved with."

On March 22nd-24th, 2013, GRCA delegates will convene in Atlanta, Georgia for the annual Girls Rock Camp Alliance Conference. Each year, representatives from member camps attend workshops, share resources, network, and strategize on how to strengthen their programming. The lessons and relationships developed during this retreat serve to re-energize staff and volunteers in time to organize summer camp sessions.

The overwhelmingly positive response girls rock camps have received (including features in the *New York Times*, *LA Times*, and a documentary) and the rapid rate that the camps continue to spread across the world indicate that this truly a global movement for cultural change. While each camp tailors programming and services to best fit the needs of its community, the basic mission is the same: to empower girls through music education. In one week of camp, girls are guided by mentors in music instruction as they learn an instrument, form a band, write a song, and play a show. Additionally, campers are led in a wide array of workshops, including songwriting, recording, self-defense, zine-making, and media literacy.

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For more information about the GRCA, including interviews and information on local chapters, please contact press@girlsrockcampalliance.org