



FOR IMMEDIATE RELEASE

Contacts

Kelly McGuire

kmcguire@girlsontherun.org

330.502.3043

Tara Foristal

TForistal@gammaphibeta.org

303.799.1874 x323

Gamma Phi Beta and Girls on the Run Celebrate 10 Years of Building Strong Girls

CENTENNIAL, Colo. and CHARLOTTE, N.C. (August 1, 2022) – Gamma Phi Beta Sorority Inc. and Girls on the Run International are celebrating a decade of impactful partnership. The two organizations share the mission to empower and support confident girls and women. Since 2012, Gamma Phi Beta has raised more than \$4 million for Girls on the Run which has served 1.6 million girls during those ten years. Together, they have had an incredible impact on the lives of young girls all throughout North America.

The empowerment and inspiration extends into Gamma Phi Beta's collegiate members and alumnae. The two nonprofits have successfully shared the philanthropic focus, *Building Strong Girls*, with more than 75,000 Gamma Phi Beta collegiate members since 2012.

“At Girls on the Run, everything we do connects directly back to our mission to inspire all girls to be joyful, healthy and confident,” said Elizabeth Kunz, CEO of Girls on the Run. “Over the past decade together with Gamma Phi Beta by our side, we have built more than a million and a half strong girls. We look forward to working together and continuing to inspire the next generation of confident women of character.”

Megan Smiley Wick, Chief Executive Officer of Gamma Phi Beta, said, "Gamma Phi Beta's philanthropic mission is to provide experiences and resources that build spiritual, mental and social resiliency in girls. Beyond the money raised through events, our members have spent countless hours volunteering at 5Ks, serving as coaches and empowering girls across North America to be their most confident selves. The empowerment and inspiration that comes from Building Strong Girls is immeasurable. We are thrilled with the success we've had together since 2012, and we look forward to the future of this unstoppable movement."

Shelby Kuhl, a program coordinator for Girls on the Run St. Louis and a Gamma Phi Beta alumna, said, "Gamma Phi Beta has provided Girls on the Run St. Louis with amazing support that I've had the pleasure of witnessing over the past year I've worked for Girls on the Run. I have connected with amazing women who are volunteering as coaches, joining us for set-up in the early hours of the 5K event and putting on one of the most inspiring cheer stations. We love our Gamma Phis!"



Each year, Gamma Phi Beta members raise funds and awareness for Girls on the Run through their signature philanthropic event called Moonball. Hosted by collegiate chapters, the kickball, volleyball or basketball tournaments are held throughout the academic year. Gamma Phi Beta's 140 collegiate chapters have hosted 750 Moonballs that directly supported 220 Girls on the Run councils. Many chapters also host additional fundraising events throughout the academic year.



“From cheering at 5K events, to coaching teams, to hosting events, Gamma Phi Beta is so woven into the fabric that is Girls on the Run that I often have to remember where one begins and the other ends,” said Liz Wian, vice president of partnerships and development at Girls on the Run.

She continued, “As we say at Girls on the Run, the finish line is just the beginning. While it’s important to reflect on where we’ve been, it’s exciting to imagine where we are going. Together, let’s continue to show the world what building strong girls looks like.”

About Gamma Phi Beta International Sorority

Gamma Phi Beta was founded on November 11, 1874, at Syracuse University by four bold and courageous women. The Sorority’s mission is to build confident women of character who celebrate sisterhood and make a difference in the world around us. Headquartered in Centennial, Colorado, the Sorority has chartered 190 collegiate chapters across the United States and Canada and has more than 242,000 initiated members.

About Girls on the Run

Girls on the Run International (GOTRI) designs programming that strengthens third- to eighth-grade girls’ social, emotional, physical, and behavioral skills to successfully navigate life experiences. Each year, more than 200,000 girls ages eight to 13 participate in communities in the U.S. and Canada. More than 2 million girls have participated in the program since it launched in 1996. The curriculum reaches girls at a critical stage, strengthening their confidence at a time when society begins to tell them they can’t. Underscoring the important connection between physical and emotional health, the program addresses the whole girl when she needs it the most. Results show GOTRI programs inspire and empower girls to build healthy physical and mental habits that last long beyond the program. According to a longitudinal study conducted by The University of Minnesota, 97% of Girls on the Run participants said they learn critical life skills including resolving conflict, helping others or making intentional decisions; and 94% of parents reported it was a valuable experience for their girl. To learn more about this international nonprofit, visit www.girlsontherun.org.