



MEDIA RELEASE

Quarter Life Crisis Makes 2011 The Year of The Daredreamer

~ 10thousandgirl nationwide financial literacy and life planning initiative

launches early due to demand ~

Sydney, December 14, 2010 – A new ‘quarter-life crisis’ trend among young Australian women has accelerated the launch of a social initiative set to make 2011 the “Year of The Daredreamer”.

Today, the 10thousandgirl Campaign brings forward its official launch due to overwhelming numbers of young females signing up for its life planning workshops to achieve more meaningful life goals during 2011. The program aims to bring finance to life for 10,000 young women around Australia whilst setting a ripple effect in motion to raise \$1 million towards a microfinance program to support women globally.

“The Australian Government’s Office for Women is proud to be supporting the 10thousandgirl campaign, as it passes on these important financial literacy messages to young women and girls,” said Hon. Kate Ellis MP, Minister for Employment Participation and Child Care and Minister for the Status of Women.

The 10thousandgirl Campaign provides young Australian women (15-30s) with *Life Planning Workshops* (motivation and direction) and a *10-month Personal Finance Program* (tools and support). Groups of young women form local book-club like GIGs (Girl Investment Groups) to map out their life goals and understand the cornerstone financial principles that underpin long term saving and investing.

The programs will be rolled out by local ambassadors in the major Australian cities and across 100 rural and regional towns from 2011.

“Increasingly, younger females are acting on their desire to follow their heart and get more out of life, but know at the same time they want to do it in a financially sustainable way. Whether their plans are to travel the world, find the love of their life or start an ethically sustainable business at home, the 10thousandgirl campaign helps young women clarify their plans and learn the basic

financial principles to support their goals,” said Zoe Lamont, Founder of 10thousandgirl. “Effectively, we’re helping them to dare to dream of endless possibilities but with the structure, discipline, financial savvy-ness and network to ensure their plans happen.”

Girls taking part in the campaign with resources¹ enable young women in Australia and overseas with less resources² to be able to enter support networks and education programs and break poverty cycles through the use of microfinance³.

Christmas gift certificates for Life Planning Workshops being held across cities and regional centres from 2011, together with further information, can be found at <http://www.10thousandgirl.com/>.

About 10thousandgirl Campaign

The 10thousandgirl Campaign is a social program bringing finance to life for 10,000 young women around Australia and setting a ripple effect in motion to raise \$1 million towards a microfinance program to help women globally.

The 10thousandgirl Campaign gives girls the tools and motivation to map out their life goals and to understand the cornerstone financial principles that underpin success through long term saving and investing by providing;

- Life Planning Workshops
- Personal Finance Program
- A motivated and supportive community

The more Australian girls who take part in the campaign, the more women around the world who are able to break poverty cycles through the utilisation of [micro-loans](#).

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¹ With resources (10thousandgirl definition); access to education, current income stream/s

² Less resources (10thousandgirl definition); limited education, no income stream

³ Microfinance; the provision of financial services to low-income clients, typically those who are unable to borrow from traditional lending institutions