LIVEGIRL PRESS KIT

MISSION

Founded in 2014, LiveGirl, Inc. is a Connecticut-based nonprofit organization that builds confident leaders. Our mission is to empower and equip the next generation of brave, inclusive leaders with the skills, community, and connections so that ALL girls may thrive and make a positive impact on the world.

FOUNDER'S STORY

Sheri West has over 25 years of corporate and leadership development experience. Her education includes a BA Finance and Masters of Human Resources and Leadership Development from Michigan State University. Prior to LiveGirl, Ms. West spent 16 years as a finance executive at General Electric Co., a multinational company, where she was instrumental in its Women's Network. She has taught leadership development courses at the GE Management Development Institute and the University of Miami-Ohio. Five years ago, she founded LiveGirl to "pay it forward" and prepare the next generation of female leaders. She was honored in 2017 as a Community Champion by the Boys and Girls Clubs, in 2018 as one of "Connecticut's Most Philanthropic Women" by Serendipity Magazine, in 2019 as a "Woman Of Inspiration" by the Connecticut Women's Education and Legal Fund. Sheri regularly speaks on the importance of building confident girls and was a keynote speaker at UConn-Stamford's xCite Conference, Rowan Center's Women Empowering Women Conference, Girl Scouts of CT, and NCL. She is married with three children (ages 18, 15, and 12) and lives in New Canaan, Connecticut, where she also serves as an elected official on the New Canaan Public Schools Board of Education.

INTERVIEWS WITH THE FOUNDER

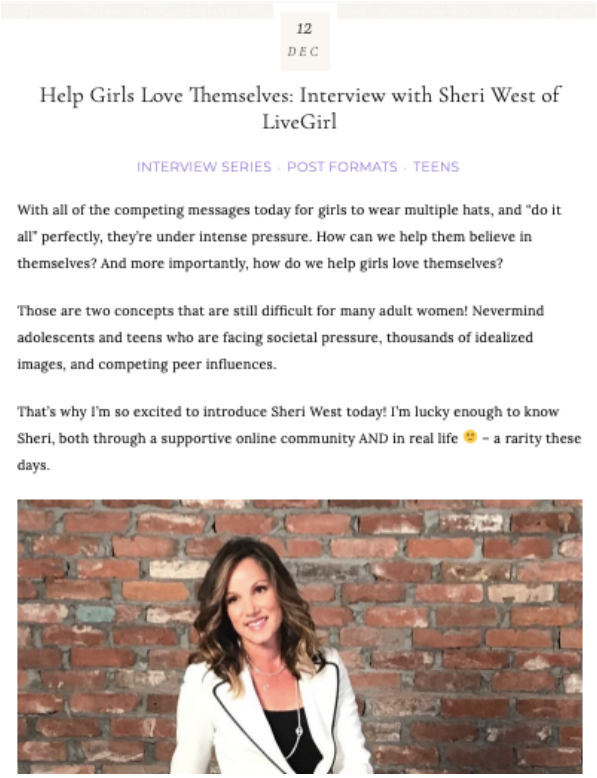
LiveGirl Founder & CEO - *Sheri West*

"What if we stop chasing perfect and embrace good enough? What if we create the time and space to celebrate our strengths and appreciate our true selves?"

"Help Girls Love Themselves: Interview with Sheri West of LiveGirl"

LINK

by *Think or Blue*



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Help Girls Love Themselves: Interview with Sheri West of LiveGirl

INTERVIEW SERIES · POST FORMATS · TEENS

With all of the competing messages today for girls to wear multiple hats, and "do it all" perfectly, they're under intense pressure. How can we help them believe in themselves? And more importantly, how do we help girls love themselves?

Those are two concepts that are still difficult for many adult women! Nevermind adolescents and teens who are facing societal pressure, thousands of idealized images, and competing peer influences.

That's why I'm so excited to introduce Sheri West today! I'm lucky enough to know Sheri, both through a supportive online community AND in real life 🙂 – a rarity these days.

LiveGirl: Building Self Esteem in Young Girls

Apr 28, 2019 | Blog, Features | 2 comments

Founded in 2014, LiveGirl, Inc. is a nonprofit organization that aims to empower and equip the next generation of female leaders by building self-esteem, social emotional intelligence and by fostering diversity. LiveGirl provides year-round leadership development and mentoring for girls in grades 5 – 12. In 2018, LiveGirl enrolled over 1,200 young women in its free of charge programs in Bridgeport, Greenwich, New Canaan, Norwalk, Ridgefield, Stamford, Waterbury, Westport, and Wilton.

The organization is also in process of expanding its middle school program statewide and launching new partnerships to provide leadership development and career readiness, with the aim of closing the female leadership gap in Fairfield County.

Sheri West is the Founder, CEO & Chairperson of LiveGirl. We did an interview to find out more about the program and how it's become so instrumental in shaping the lives of young girls in our area.

Tell us how you got the idea to start LiveGirl in 2014.
My background is in corporate finance and leadership development. I spent 17 years as a finance executive at a global multinational where I was actively involved in their Women's Network and learned the importance of role models and mentoring. Five years ago, I created LiveGirl to "pay it forward" to the next generation of female leaders and advance gender equality. Women are underrepresented in leadership positions – in government, in business, in the tech sector, in positions of power. We are part of the movement working to close the female leadership gap by teaching girls at a young age how to be leaders.

LiveGirl: Building Self Esteem in Young Girls

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by *Stamford Moms*

INTERVIEWS WITH THE FOUNDER

Girls Self Esteem Crisis – Social Media and Positive Role Models

by *Raising a Powerful Girl*

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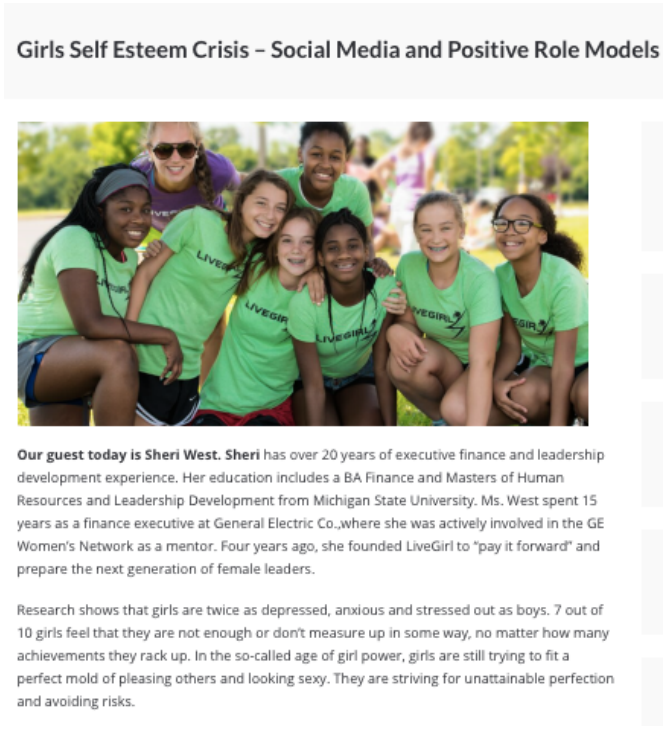

Girls Self Esteem Crisis – Social Media and Positive Role Models

Our guest today is Sheri West. Sheri has over 20 years of executive finance and leadership development experience. Her education includes a BA Finance and Masters of Human Resources and Leadership Development from Michigan State University. Ms. West spent 15 years as a finance executive at General Electric Co.,where she was actively involved in the GE Women's Network as a mentor. Four years ago, she founded LiveGirl to "pay it forward" and prepare the next generation of female leaders.

Research shows that girls are twice as depressed, anxious and stressed out as boys. 7 out of 10 girls feel that they are not enough or don't measure up in some way, no matter how many achievements they rack up. In the so-called age of girl power, girls are still trying to fit a perfect mold of pleasing others and looking sexy. They are striving for unattainable perfection and avoiding risks.

RECENT PRESS

LiveGirl winners' ideas aim to make world better
by *The New Canaan Advertiser*

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LiveGirl winners' ideas aim to make world better

APRIL 5, 2019 BY NEW CANAAN ADVERTISER

LiveGirl winners' ideas at a recent LiveGirl event aim to make the world better. #GirlBoss contest winners and mentors at March 23 LiveGirl event (UConn Stamford), back from left, Sheri West (founder and CEO, LiveGirl), Caroline Taylor, Isabella Piazza, Stephanie Guza, Caroline Guza; front from left, Alyson Gerber (author, "Brace", "Focused"), Barbara Stevens (president ,Rand Insurance), Valerie Cooper (founder, Picture That Art LLC) and Juliana Fetherman (founder, Making Authentic Friendships LLC). — LiveGirl / Contributed photo

Students at Sacred Heart Greenwich combat period poverty

By Jo Kroeker Published 10:00 pm EDT, Thursday, April 18, 2019

Photo: Tyler Sizemore / Hearst Connecticut Media

IMAGE 1 OF 13 Buy P

Students sort tampons and pads into care packages at Sacred Heart Greenwich in Greenwich, Conn. Wednesday, April 17, 2019. Sacred Heart sisters Stephanie and Caroline Guza organized the drive that hel supply
... more

Students at Sacred Heart Greenwich combat period poverty
by *Greenwich Time*

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RECENT PRESS

Girls, parents learn how to make social media positive

LINK

by *The New Canaan Advertiser*

Girls, parents learn how to make social media positive

APRIL 9, 2019 BY NEW CANAAN ADVERTISER

LiveGirl and New Canaan CARES joined forces to host a parent/daughter social media wellness workshop with MediaGirls on April 4. Sheri West (LiveGirl founder & CEO), Lauren Patterson (executive director, New Canaan Community Foundation), Lucy French (AVP, Marketing Manager Bankwell), Michelle Cove (founder & executive director MEDIAGIRLS), Ellen Brezovsky (executive director New Canaan CARES). — LiveGirl / Contributed photo

Q&A with LiveGirl's Sheri West: 'The Art of Being a Girl'

By **Michael Dinan** | May 15, 2019

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New Canaan-based nonprofit organization LiveGirl on Thursday is launching a new exhibit at the Carriage Barn Arts Center.

Featuring work from New Orleans-based mixed media artist Ashley Longshore and award-winning artist Michele Voigt, "The Art of Being a Girl" will include work in all media that expresses what organizers call "the essence of female power."

The exhibit will run through May 26 and features two

Q&A with LiveGirl's Sheri West: 'The Art of Being a Girl'

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by *New Canaanite*

RECENT PRESS

Teens consider kindness at girl summit

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by *The New Canaan Advertiser*

Teens consider kindness at girl summit

DECEMBER 15, 2018 BY NEW CANAAN ADVERTISER

Teenagers recently considered being kind at a recent girl summit. A LiveGirl kindness summit drew middle school girls from across Fairfield County to the Toquet Hall Teen Center in Westport Dec. 7. Among those in attendance were LiveGirl high school mentors, Lillie Gray, Phoebe Kurth, and Caroline Cioffi, all of New Canaan. — Contributed photo

Detectives, racecar driver show girls 'What's Possible' on Women in Sports Day

FEBRUARY 13, 2019 BY NEW CANAAN ADVERTISER

Many area girls attend an event run by New Canaan based LiveGirl and Athleta called "Show Her What's Possible" in Westport Feb. 6 in honor of National Girls and Women in Sports Day.

In honor of National Girls and Women in Sports Day, New Canaan-based LiveGirl and Athleta hosted "Show Her What's Possible" at Athleta Westport Feb. 6. The event featured a professional race car driver, four Fairfield University athletes, and two Westport police detectives who are former college athletes.

Detectives, racecar driver show girls 'What's Possible' on Women in Sports Day

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by *The New Canaan*

RECENT PRESS

LiveGirl, Grace Farms networking shines light on gender-balance

by *The Ridgefield Press*

LINK

LiveGirl, Grace Farms networking shines light on gender-balance

MARCH 13, 2019 BY NEW CANAAN ADVERTISER

LiveGirl and the Grace Farms Foundation co-hosted a networking luncheon in celebration of International Women's Day on March 8, 2019 that included representatives from over 25 companies that support girls and women statewide. Sheri West (LiveGirl Founder & CEO), Krishna Patel (Grace Farms Foundation Justice Initiative Director), Lisa Lynne Kirkpatrick (Grace Farms Foundation Community Initiative Director) and Dr. Vida Samuel (UConn Stamford Professor Women's Studies & LiveGirl Board of Directors). LiveGirl / Contributed

Art of Being a Girl: Carriage Barn exhibition celebrates the essence of female power

MAY 16, 2019 BY ANDREA VALLUZZO

Soar by Kelsey Gilman

LiveGirl, in partnership with the Carriage Barn Arts Center in New Canaan, will present its second annual art exhibition celebrating the essence of female power in "Art of Being a Girl," which is on view at the center May 16-26. In conjunction with the art exhibit, two community events will also be offered: a benefit showcase featuring music by Sariah, spoken word and other performers on May 19 and on May 23, best-selling author Rachel Simmons will lead a parent-daughter workshop.

The exhibit features artwork by 58 artists, including New Orleans-based pop artist Ashley Longshore, who is donating an artwork to be sold to benefit LiveGirl, and contemporary artist Michele Voigt of Greenwich. More than 100 pieces of wall art will be shown.

"We are thrilled to return to the Carriage Barn to celebrate girls and women. The funds we raise from this event support our girl empowerment program, including camps, mentorships, and more," LiveGirl founder and CEO Sheri West said. "This is just a very compelling art exhibit with artwork in all different mediums celebrating female power."

Art of Being a Girl: Carriage Barn exhibition celebrates the essence of female power

by *The New Canaan Advertiser*

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