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A&F CONSIDERS “GIRLCOTT” GIRLS’ IDEAS FOR T-SHIRTS

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Columbus, Ohio, December 5th, 2005 – The girls of the Allegheny Girls as Grantmakers group who “girlcotted” Abercrombie & Fitch for selling shirts they found offensive. Joined by advisors from their parent foundation, the Women and Girls Foundation of Southwest Pennsylvania, met today with A&F executives. A&F has agreed to consider their suggestions for new girl-empowering t-shirts for their summer line.

“I’m thrilled the girls have taken this process so far, culminating in the presentation to Abercrombie executives of a new positive t-shirt line today,” said Heather Arnet, Executive Director of the Women and Girls Foundation of Southwest Pennsylvania. “The girls have taught us all a lesson: social change isn’t just about pointing out what we find offensive or harmful; the real goal is to create positive change.”

“We are very pleased A&F agreed to meet with us,” said Emma Blackman-Mathis, Co-Chair of the Allegheny Girls as Grantmakers group. “They clearly heard our concerns and we now hope to move forward in partnership with them to create more positive and empowering messages for the attitude t-shirt line.”

“What started out as a few girls brainstorming some small way to have a positive influence on how girls see themselves and each other has grown far beyond our expectations. To think that our group’s own words and ideas could be on t-shirts girls are wearing in high school hallways across the country is absolutely thrilling,” concluded Blackman-Mathis.

Those present at the meeting from Abercrombie & Fitch included Tom Lennox (Dir. Corporate Communications), Mike Kramer (Senior VP and CFO), Dana Acock (VP- Human Resources), Todd Corley (VP- Diversity). Representing the design department were Tom Ward (Senior Director- Conceptual Design) and Meredith Hickman (Manager- Female Conceptual Design).

From the Allegheny Girls as Grantmakers group were Heather Arnet, Executive Director of the Women and Girls Foundation of Southwest Pennsylvania, advisor Leslie Williams, as well as eleven girls from the Allegheny Girls as Grantmakers group. Those girls, ages 14-16, were Rebecca Adelsheim, Emma Blackman-Mathis, Catherine Byrd, Liz Clark, Alexis Davies, Zoe Feinstein, Denise Jones, Yagmur Muftuoglu, Alexis Paplia, Amitte Rosenfeld, and Maya Savage.

The Women and Girls Foundation promotes social change in our region by addressing fundamental social inequalities and raising the awareness of these inequities to the media, to voters, to legislators, and corporate and non-profit decision makers. By serving as an independent and clear voice, the foundation will strive to bring together women and men in our region to work together to find solutions to create sustained equity for all of its citizens. For more information, please see www.wgfswp.org.

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