



Cartoon Network and Torah Bright Empower Australian Girls

SYDNEY (June xx, 2010): Cartoon Network and Olympic Gold Medalist Torah Bright are standing up for Aussie tween girls in a new campaign aimed at empowering 5-12 year olds to be themselves and not bow to societal pressures, following findings from Cartoon Network's recent poll and annual New Generations survey.

Today's tweens are under an increasing number of pressures from modern society that are affecting girls. Almost two thirds of girls surveyed want to be rich and famous, and one in four girls aged 7-14 wish they could change the way they look (62% higher than boys of the same age). One in three girls aged 13-14 wear make-up everyday* and over a quarter of today's tween girls have had a boyfriend before the age of 14.*

External pressures on tweens to 'fit in' are now evident even in the playground. 61% of girls surveyed claim to have been made fun of at school and 44% claim to often or sometimes act differently around their friends^. Only 52% of girls state that their friends would describe them as confident^, and 82% of girls claim to worry about something - the most commonly cited reason being what their friends think of them*.

Kimberley O'Brien, Principal Child Psychologist at Sydney's Quirky Kid Clinic said, "People don't realise how much pressure young girls are under to fit in amongst their peers and perform to the standard expected by parents and schools. With a lack of good role models in today's society this can make life pretty confusing."

Reviewing these alarming statistics, Cartoon Network will launch a campaign to help empower young girls in Australia. Encouraging them to look up to more suitable role models, Cartoon Network has enlisted the support of Olympic Gold Medalist Torah Bright and its own dynamic and active female character Gwen Tennyson from the hit series Ben 10.

Together with a panel of experts including Editor of Total Girl Magazine, Amanda Nicholls, and Kimberley O'Brien, Principal Child Psychologist at Sydney's Quirky Kid Clinic, Torah and the ever confident Gwen will inspire girls to stand up for themselves through Cartoon Network's "Search for Gwen's 10".





The “Search for Gwen’s 10” is a national search for 10 amazing young girls aged 5-12 years who embody all the best characteristics of aspiring role model, Gwen Tennyson (Ben 10’s cousin from the hugely popular Ben 10 franchise), to act as ambassadors and encourage Aussie girls to have greater self esteem, confidence and lead a healthy, active lifestyle.

Torah Bright, Australian Gold Medalist said, “It’s about time someone stood up for girls. I’ve always followed my own path and stood up for what I believe in, even from a young age. Gwen’s a great role model for today’s tweens and so I hope Cartoon Network’s search helps bring inspiration to young girls to believe in themselves more.”

The national search, which goes live on Saturday, June 26 2010, on a new dedicated Gwen website (gwen10.com), will involve an interactive quiz that has been developed with the help of leading child psychologist, Kimberley O’Brien. The online quiz will test for all the positive characteristics displayed by Gwen Tennyson, such as being active, confident, adventurous, hard working, honest, smart, loyal, friendly, level headed and quick-witted.

Kimberley O’Brien, Principal Child Psychologist at Sydney’s Quirky Kid Clinic, commented, “Gwen Tennyson adheres to a great set of values that all our kids should be aspiring to.”

“We wanted to showcase that just like Gwen, modern Australian girls are truly extraordinary,” said Zoe Eaton, Associate Director for Marketing at Turner International. “Cartoon Network’s ‘Search for Gwen’s 10’ enables us to do this and empower girls across Australia in the process.”

The Cartoon Network ‘Search for Gwen’s 10’ will kick off on Saturday June 26, 2010 and will run until July 24, 2010 on gwen10.com. To find out more about Cartoon Network’s ‘Search for Gwen’s 10’ visit gwen10.com

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* Cartoon Network New Generations Australia 2009 – Kids 7 – 14 years (n = 1,952).

^ Research survey conducted by Cartoon Network online at TotalGirl.com.au – Australian Girls (n = 342).



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