



FOR IMMEDIATE RELEASE

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GIRLS QUEST SELECTED FOR SNAPPLE'S "BEST PEOPLE IN NYC" AWARD

In January 2007, Girls Quest was selected as the first non-profit recipient of Snapple's "Best People in NYC" award, sponsored by the Mayor's Volunteer Center (MVC). One of our mentors, Alexandra Mitchell, submitted an application that, according to the MVC's Executive Director, Nazli Parvizi, stood out "for Ms. Mitchell's enthusiasm about her experience as a mentor with Girls Quest." Ms. Parvizi went on to say that "we commend [Girls Quest] for providing such great services to the City of New York."

We believe that this award is a great testament to our programs' impact. The "Best People in NYC" program is part of a partnership between the City and Snapple which celebrates the "Best People, Places and Things in NYC" all year long. In addition to our award, Snapple donated \$1,000 to Girls Quest.

In Alex's application to MVC and Snapple, she shared why she nominated Girls Quest: "I think Snapple should recognize the lesser known organizations that continually make a positive impact. Girls Quest is 70 years old and I only heard about it when it was profiled in the Daily News in April 2006. More people should know about this organization which does so much for girls in need. And I know they make an impact in the schools because that's how my mentee heard about them. She brought the brochure home to her father and he signed her up. That's a positive impact."

About Girls Quest:

Girls Quest is a 70-year-old youth development organization for girls ages 8-17, offering outdoor experiential education, literacy development, year-round mentoring, leadership training, and peer-to-peer role modeling. Our mission is to nurture girls from low-income families in New York to help them achieve their full potential and become active members of their communities by building academic and social competence.

For more information about our programs and our girls, please visit our website, at <http://www.girlsquest.org>. We have also received local and national recognition of our organization and programs, and our website has the following:

- April 2006 feature article in the New York Daily News.
- July 2006 video interview of our Executive Director and a Mentor Program match on ABC News online.
- January 2007 video interview with another Mentor Program match on LX-TV.com.

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If you'd like more information about this topic, or to schedule an interview with Executive Director Susan Hall, please contact Connie Lewin at 212-532-7050 or e-mail clewin@girlsquest.org.

