

## Press Kit

Contact:

415.315.9707 • [events@respectrx.com](mailto:events@respectrx.com)

## about US

**Respect Rx** is a social venture that coaches teens, adults, advocates and organizations to boost self-respect, relationship respect and respect for all through The Respect Basics. Respect Rx has reached more than a million teens and adults through our ground-breaking Respect Rally, the *Respect: Keep It Going! Kit*, media and best-selling book for young women, *RESPECT: A Girl's Guide to Getting Respect and Dealing When Your Line Is Crossed* (Free Spirit Publishing, 2005).

### Our Founder

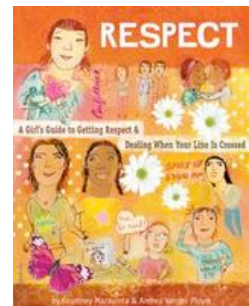
Courtney Macavinta, is an award-winning journalist, author, speaker and coach who overcame issues such as family addiction and domestic violence to empower teens and adults to spread respect through Respect Rx programs and trainings.

### Our History

- **2000:** As editorial director of the ground-breaking website for girls and women, ChickClick.com, Courtney and one of her editors spark the idea for a book for teen girls to teach them about self-respect.
- **2003:** *RESPECT* is sold to Free Spirit Publishing and Courtney begins consulting with national girls organizations, such as Girls For A Change.
- **2005:** *RESPECT* is published. Book wins IPPY and iParenting awards and is featured by numerous media, such as **CNN, Teen Vogue, National Public Radio, USA Today** and others.
- **2007:** The book website, RespectGirls.com, becomes RespectRx.com, a social venture launched by Courtney to empower teens and adults through blogs, workshops and keynotes. Courtney partners with the **Dove Self-Esteem Fund** and reaches thousands of girls with tools and assemblies.
- **2008:** Respect Rx leads first Respect Rallies for girls and creates the *Respect: Keep It Going! Kit*, a 24-session program for teens. Launches coaching for women and girl advocates. Leads teen program for **Texas, Pennsylvania and Massachusetts State Women's Conferences**. Develops self-esteem program and leadership institute for **Girl Scouts of the USA (GUSA)**. Named **CosmoGIRL!** inner beauty expert for national campaign. Creates social change program for **Girls For A Change**. Partners with **National Campaign to Prevent Teen and Unplanned Pregnancy**. Conducts special teen leadership program at the **Democratic National Convention**.
- **2009:** Kick-starts **San Francisco State University** study of Rally program. Designs volunteer trainings for **GUSA** and **Girls Rock Camps**. Launches co-ed, boy and college Rallies working with organizations such as **Derek Jeter's Turn 2 Foundation, KIPP** and the **Alaska Network on Domestic Violence & Sexual Assault**. Launches Rally Leader and Kit trainings. Rally named official young women's program for state women's conferences. Conducts nationwide Rally tour for **Domestic Violence Awareness Month**. Courtney begins writing her next book for women.

change your world — inside and out  
**RESPECT™**  
RX

*“Respect is always within reach because true respect starts on the inside.”*



## our PROGRAMS

### The Respect Rally

A half-day interactive summit where teens or college students work in Respect Pods and learn how to make self-respecting choices, create healthy relationships, reach their goals and end cycles of disrespect through the Respect Basics.

### Respect: Keep It Going! Kit

A program including 24 Respect Pod sessions focused on skill-building around the Respect Basics, healthy relationships and respect leadership that can be led by adult facilitators or teens.

### Respect Connect

A 90-minute mini Rally to introduce middle school students to the Respect Basics. Includes 6 follow-up Respect Pod sessions that can be led by an adult facilitator.

### Training and Coaching

Our programs are sustainable: We train staff and students, providing support and all materials, to lead our programs on their own year after year. We also coach organizations, schools and corporations to integrate the Respect Basics into their missions and existing programs.

### Speaking

Courtney speaks nationwide about her Road to Respect and how teens and adults can start their journey too.

### The Respect Basics

tell your TRUTH

know you're VALUABLE

follow your PASSIONS

TRUST your gut

set BOUNDARIES — speak up!

be COMPASSIONATE — listen

get HELP

SPREAD respect

## about COURTNEY



Courtney Macavinta is founder and CEO of Respect Rx. She is an award-winning journalist, author, speaker, trainer and coach who has reached more than a million teens and adults through her work, including programs, trainings and her best-selling book, *RESPECT: A Girl's Guide to Getting Respect and Dealing When Your Line Is Crossed* (Free Spirit Publishing, 2005), which has won both IPPY and iParenting awards.

Throughout her tumultuous teens, Courtney dealt with many of the same issues teens face today, from self-doubt and negative body image to risky choices, potential high-school dropout and confusion about her multi-racial identity. Her hard-working family also struggled for respect amid substance abuse, incarceration, violence, poverty and racism. Like many, she fought to find respect without a compass or clue—then discovered it was within all along. Today that is her message to people everywhere: Respect is always within reach because true respect starts on the inside.

Courtney has spoken, trained or led event programs for thousands of teens, women and their advocates across the country. She has partnered with organizations such as Girls Inc., the YMCA, Omega Institute Teen Camp, The National Campaign to Prevent Teen and Unplanned Pregnancy, Girl Scouts of the USA, and the Dove Self-Esteem Fund. She is on the National Board of Girls For A Change and Advisory Boards of the Bay Area Girls Rock! Camp.

Courtney has a B.A. in Journalism from San Francisco State University and training from The Coaches Training Institute.

## MEDIA

### Print and Online

- Chicago Tribune
- Glamour
- Globe and Mail
- Common Sense Media
- CosmoGIRL!
- Daughters
- Hearst's Quick & Simple
- The Huffington Post
- Mothering
- MSNBC
- The Sacramento Bee
- San Diego Union-Tribune
- San Jose Mercury News
- The Seattle Times
- The Star-Tribune
- Teen Vogue
- Teen People
- USA Today

### TV and Radio

- CNN
- NBC
- CBS
- ABC
- Fox
- National Public Radio
- Regional TV and radio news programs such as NBC's Better Connecticut and ABC's View From The Bay in San Francisco

### Area of Expertise

- Courtney is often interviewed about how self-respect impacts:
- self-esteem
  - dating and domestic violence prevention
  - media literacy
  - body image & eating disorders
  - teen culture
  - peer pressure
  - bullying & gossip
  - sexual violence
  - healthy choices & goal-setting
  - drug & alcohol addiction
  - activism & leadership
  - social change
  - women's issues
  - teen pregnancy prevention

### Praise for **RESPECT**

“The best book of its kind that I've read—by FAR!”

—**Carolyn See, book reviewer, The Washington Post**

“Respect inspires girls to replace self-doubt with far more powerful beliefs: self-respect, sisterhood and social change. They offer young women both advice to live by and tools to spread the word.”

—**Peggy Orenstein, author, Schoolgirls and The New York Times Magazine women's writer**

“Great book! A thorough guide that both parents and girls will love.”

—**Rosalind Wiseman, author, Queen Bees and Wannabes**

“The reader learns how to determine how she wants to be treated and respected, and how to get people to react to her. This books gives the reader verbal weapons to manage these stressful years, and every library should own at least one copy.”

—**KLIATT**

“Informative and interactive. In Respect, the authors educate teenage girls on achieving the esteem they deserve.”

—**Chicago Tribune**

“It is imperative that every mother and daughter, sister and best friend read this book!”

—**Jessica Weiner, self-esteem expert for The Tyra Banks Show**

