

More than **HALF** of young women would rather be run over by a truck than be “fat”

Just **2%** of women think they’re beautiful

74% of girls say they are under pressure to please everyone

Women and girls don’t have to let unrealistic ideals diminish our power. Instead, we can:



REAL

**An empowering workshop series for women and girls
by best-selling authors
Audrey Brashich & Courtney Macavinta**

Self-Respect • Sisterhood • Social Change

Learn how to get REAL by breaking through media and celebrity hype, boosting your self-respect and body image, and being a REAL model for all girls and women!

about the speakers

Audrey D. Brashich and Courtney Macavinta are nationally recognized authors who are dedicated to empowering young women. They have been featured on CNN, ABC, NBC, Fox and National Public Radio, and in *USA Today*, *The Chicago Tribune*, *CosmoGIRL!*, *Teen People*, *Teen Vogue*, *The Seattle Times*, *The Chicago Sun Times*, *The San Jose Mercury News*, *Women's e-news* and numerous other media outlets. They have presented self-esteem workshops for hundreds of girls and women and their advocates around the country, and have worked with national organizations such as Mind on the Media, Girls Inc., Dads and Daughters, Girls For A Change, the YMCA, the Girls Scouts, the Ms. Foundation for Women and the Dove Campaign for Real Beauty. They launched the *Getting REAL* tour in 2007 and are currently working on a new book by the same title.



Audrey has worked in teen and women's journalism since 1993 for magazines like *Sassy*, *Jump*, *YM*, *Seventeen*, *Elle Girl*, *CosmoGIRL!*, *Teen People*, *Girls Life*, *Lucky*, *Mademoiselle*, *Ms.*, *Health* and others. As a teen, Audrey modeled for J.Crew, *Seventeen* and Clinique cosmetics, which helped shape her understanding of the media's influence over self-image. Today, her work focuses on developing positive body image, debunking media myths and exposing the connection between marketing and beauty ideals. Her book, *All Made Up: A Girl's Guide to Seeing Through Celebrity Hype and Celebrating Real Beauty*, is a favorite among librarians, teachers, parents and teens. Audrey holds a master's degree in pop culture and gender studies from Brown University.



Courtney is an award-winning journalist, author, speaker and teen coach who has reached more than a million girls and women through her work, including her blog *RespectRx.com* and bestselling book, *RESPECT: A Girl's Guide to Getting Respect and Dealing When Your Line Is Crossed*. As a young woman, Courtney struggled with issues like abuse, body image and her multi-racial identity. She fought hard to find respect—then discovered it was within her all along. Today that's her message to girls everywhere. Courtney's been covering teen culture for more than a decade—she's the former editorial director of *ChickClick* and has been published by *The Washington Post*, *The Huffington Post*, *The Associated Press*, *Daughters*, *Common Sense Media*, *The Sacramento Bee* and others. She's currently an inner beauty expert for *CosmoGIRL!*

about the workshops

As woman and girls our lives can become ruled by unrealistic images and ideals—what we call **unREAL(ities)**:

Pressure to compete with our peers, to make the grade and to compare ourselves to others, pushes us to try to be like everyone else except the REAL us.

Packaging is the focus—from celeb magazines to reality TV and the Web—and we're encouraged to invest too much time in our outside appearance and material assets. Not surprisingly, this leads to overall dissatisfaction with ourselves.

Perfection and narrow ideals of beauty, success and power makes us feel that we aren't good enough and that nothing we do is good enough.

Getting REAL workshops and keynotes

In reality, *REAL* potential is limitless and so are the opportunities in life. *Getting REAL* shows girls and women how to develop their REAL assets and change their worlds—inside and out. Through activities, coaching, audio visual examples, and dialogue exercises, participants are guided through the 3 steps to *Getting REAL*:

Step 1 be wise to the unREAL(ities)

Step 2 be REAL

Step 3 be a REAL role model

programs
offered

teen girls Getting REAL
college students, parents, educators and women be a REAL role model
mothers & daughters Getting REAL together
keynote How we got REAL and how you can too

Workshops can include resource handouts, bookmarks, FREE book bags provided by the *Dove Campaign for Real Beauty*, and signed books offered at a discount or to be sold as fundraising item for your organization.

select praise for the books

ALL MADE UP

"*All Made Up* puts fame, glamour and beauty in perspective while encouraging girls to feel good about themselves *exactly* as they are."

—**Mariska Hargitay, actress, *Law & Order: Special Victims Unit***

"Audrey Brashich gives readers the inside track on celebrity and beauty. She's an amazing guide for girls and women in our media-saturated times."

—**Nancy Gruver, founder & CEO, *New Moon Magazine for Girls***

"*All Made Up* is an invaluable resource for teens (and the adults who care about them!) who are 'All Fed Up' with unhealthy media pressures."

—**Dina Zeckhausen, PhD, founder, *The Eating Disorders Information Network***

"This vitally important, engaging, and illuminating book offers girls insight into the harm done by celebrity hype. Even more important, it gives them the tools to fight back and inspires them to celebrate positive role models and real beauty. Required reading for girls and everyone who cares about them."

—**Jean Kilbourne, author, *Can't Buy My Love: How Advertising Changes the Way We Think and Feel***

RESPECT

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

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

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

—**Peggy Orenstein, author, *Schoolgirls***

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

—**Jessica Weiner, author, and self-esteem expert for the *Tyra Banks Show***

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

—**Rosalind Wiseman, author, *Queen Bees and Wannabes* & founder of the *Empowered Program***

"Respect should be on every girl's nightstand—right next to her diary."

—**Peggy Klaus, author, *Brag!***

"Respect is not just another teen advice book—it is a roadmap for life."

—**Andrea Frank Henkart, author, *Cool Communication***

praise for the speakers

"Courtney Macavinta and Audrey D. Brashich are a dynamic team of presenters. Their workshop, Getting REAL, was perfect for a college audience. The workshop participants were enthralled by their visual medium and touched by their personal stories. We all walked away both wiser and stronger in resisting media pressure to internalize toxic prescriptions for ideal womanhood."

—**Dr. Elena Klaw, Director of the Center for Community Learning & Leadership, San Jose State University**

"The Getting REAL tour presented by Audrey Brashich and Courtney Macavinta is an empowering experience for teen girls. Through honest discussion and fun activities girls learn to set boundaries, build supportive relationships, evaluate media hype and 'get real' about body image. This workshop is an invaluable learning opportunity for parents and teens."

—**Michelle Barrese, Head of Youth Services, Menlo Park Library**

"Thank you so much for your absolutely amazing presentation during our 'Achieving Inner Beauty' symposium. We have received extremely positive reviews about the whole event, especially your talk. Both the girls and the parents found the information helpful and enlightening"

—**Hadassah of Greater Baltimore**

"Audrey's lively presentation addresses our culture obsessions with models, modeling and fame while challenging audience members to become more aware of the achievements of women whose work has improved the planet. By weaving together her own personal story of modeling as a teen with images and music from popular media, Audrey has a tremendous impact on her audience"

—**Dina Zeckhausen, PhD, Founder and Executive Director of the Eating Disorders Information Network**

"Courtney is able to connect with young women in a manner that at once opens them up to their most vulnerable selves, and also allows them to identify and stand in their power. Her ability to connect with young women across class, race, and age, coupled with her passion to truly partner with young women to create social change, has made her an invaluable resource."

—**Patricia Torres, program director, Girls For A Change**

"Courtney Macavinta's presentation for girls in the Coulee Region really made a huge impact. She bridged the gap that may have existed between these girls and allowed them to see that they had more in common than they thought—mostly the pressures of growing up and becoming independent and liking themselves."

—**Erin Behlen, Options Clinic and Coulee Region Schools**

"The programs presented by Courtney Macavinta to our ninth grade girls and to teachers, guidance counselors and nurses from Connecticut was incredible. The response from the 260 girls in attendance as well as the teachers, counselors and nurses was extremely positive, because her program was relevant, upbeat, and research based. In a word, it was terrific!"

—**Robert Lehr, Connecticut Interscholastic Athletic Conference/Dove Real Beauty event**

what girls say after *Getting REAL...*

"I learned to be yourself!"

"Audrey and Courtney tell the truth and talk with truth."

"Their message is something that I struggle with and they've been through it themselves."

"Audrey and Courtney keep it real!"

"I learned to love myself and be confident."

"I learned not to put myself down."

"I learned you're hot enough to be yourself."

"I learned I'm not the only one feeling this way."

"Audrey and Courtney spoke to us openly and honestly."

"They know how to connect with teen girls like us."

"Audrey and Courtney know what us girls are going through."

"They are passionate about the message they are getting out."

"The Getting REAL tour really made me think about speaking my mind and blocking out negatives."

"Audrey and Courtney taught me I can change the world in little ways and still do what I love."

"Audrey and Courtney are brave enough to present to us."

"Audrey and Courtney have been through a lot and they're awesome!"

"They know what they are talking about and are strong, smart and bold!"

"They know a lot and are beautiful inside and out."

"Audrey and Courtney taught me to think about being REAL and how to accept myself the way I am."

"Audrey and Courtney are REAL role models!"

more information

To learn more about *Getting REAL* or to book the speakers,
please contact:

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<http://GuideToGettingReal.ning.com>