

The Dove Self-Esteem Fund and Plan Canada's Because I am a Girl initiative announce official collaboration
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Changing the future for girls together

TORONTO, June 13, 2012 /CNW/ - The Dove Self-Esteem Fund announces today a collaboration with Plan Canada's Because I am a Girl initiative in an ongoing effort to positively impact the lives of girls. Since 2005, the Dove Self-Esteem Fund has touched the lives of more than one million girls in Canada and almost nine million girls globally, with a mission to reach fifteen million girls by 2015.

"The collaboration between The Dove Self-Esteem Fund and Plan Canada's Because I am a Girl initiative is a natural fit," says Sharon MacLeod, vice president, Dove. "Both organizations are grounded in developing a social movement to build and unleash the potential of girls to create a brighter future for themselves and those around them."

With the help from developmental experts and research conducted by The Dove Self-Esteem Fund, together, the organizations have developed and distributed self-esteem building resources including Mentors Matter and Me, Myself and I activities. These resources are available for use by teachers, school clubs, mentors and moms to share with each other and the girls in their lives.

"We are honoured to partner with The Dove Self-Esteem Fund, whose efforts to help girls realize their full potential mirror our own mission," says Leanne Nicolle, Director of Community Engagement at Plan Canada. "Their generous support will help us in our goal to engage one million girls and women across Canada to make a positive difference in developing countries."

In addition to the new collaboration with Because I am a Girl, The Dove Self-Esteem Fund also supports NEDIC (National Eating Disorder Information Centre) and ANEB (Anorexie et Boulimie Québec).

About The Dove Self-Esteem Fund

The Dove Self-Esteem Fund is a global Dove initiative that was first established as part of The Campaign for Real Beauty. Its mission is to educate and encourage the next generation of girls to build a positive relationship with beauty and to help raise self-esteem, enabling them to realize their full potential in life. It is one of the only funds in Canada dedicated to the self-esteem of women and girls. Dove encourages Canadians to be part of the conversation at www.facebook.com/Dove. For more information visit www.dove.ca.

About Plan Canada and Because I am a Girl

Founded in 1937, Plan is one of the world's oldest and largest international development agencies, working in partnership with millions of people around the world to end global poverty. Not for profit, independent and inclusive of all faiths and cultures, Plan has only one agenda: to improve the lives of children. Because I am a Girl is Plan's global initiative to end gender inequality, promote girls' rights and lift millions of girls - and everyone around them - out of poverty. Visit www.plancanada.ca and www.becauseiamagirl.ca for more information.

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