



## **Serious Play For Serious Girls**

565 Elmwood Avenue

Buffalo, NY 14222

Contact: Mary Jayne Zemer

Director, Serious Play for Serious Girls

MaryJayne@SeriousPlayForSeriousGirls.com

(716) 969-0947

For Immediate Release

March 30, 2011

### **Serious Play for Serious Girls is Accepting Applications for the 2011 Summer Internship Program**

Serious Play for Serious Girls is looking for a dedicated and talented crew, well-versed in related fields of study and research, to help author the 2011 Threats to Girlhood Report.

From assisting with the initial research to mailing out the final product, this team will bring existing skill sets to the table and participate in the concept-to-reality development.

The annual Threats to Girlhood Report equips teachers, policy-makers, parents, toy manufacturers, advertisers, and activists to address the pressing issues, mindsets, barriers, and trends currently impacting girls' lifelong wellness and ability to succeed. These interns will be working to create an easily accessible report that is written in layman's terminology, addresses the big picture, and empowers decision-makers across sectors and industries to evaluate their impact and better direct their efforts.

Compiling this research is a not a project for the faint of heart. This is a taxing, daunting, time-intensive, frustrating project that promises to weigh heavily on both hearts and minds. Long hours, no wages, and extensive footnotes await the successful applicants. The reward for this endeavor will include: the ability to spur monumental change in social policy, educational practices, and business ethics; an opportunity to radically improve the lives of girls and the world in which they will become women; and the knowledge that your efforts and sacrifice helped positively shape our global evolution.

As part of the challenging work experience, these internships will offer opportunities for hands-on training in: research, content strategy, publication design, editorial design, public relations, collaborative content engineering, brand development, and not-for-profit management.

Potentially interested parties should scope out the 2010 Threats to Girlhood Report prior to applying. The 2010 report can be found at [www.ThreatsToGirlhood.com](http://www.ThreatsToGirlhood.com) and via Serious Play for Serious Girls' Issuu profile at [www.Issuu.com/SeriousPlayforSeriousGirls](http://www.Issuu.com/SeriousPlayforSeriousGirls).

Willing and enthusiastic applicants should send their resume, summer-time availability, and a statement of interest to: MaryJayne Zemer, MaryJayne@SeriousPlayforSeriousGirls.com.

###