GirlTrek is the largest health movement and nonprofit organization for Black women and girls in the U.S. We encourage Black women to invest in radical self-care through daily walking.

GirlTrek is on a mission to heal our bodies, inspire our daughters and to reclaim the streets of our neighborhoods all through walking.

OUR GOAL: MOBILIZE 1 MILLION BLACK WOMEN TO WALK BY THE YEAR 2020

It all starts with taking the pledge at GirlTrek.org
### GirlTrek By The Numbers

<table>
<thead>
<tr>
<th>Category</th>
<th>Statistic</th>
</tr>
</thead>
<tbody>
<tr>
<td>WEEKLY #GIRLTREK IMPRESSIONS</td>
<td>1.5 Mil+</td>
</tr>
<tr>
<td>SOCIAL MEDIA FOLLOWERS</td>
<td>600K</td>
</tr>
<tr>
<td>EMAIL SUBSCRIBERS</td>
<td>100K</td>
</tr>
<tr>
<td>MEMBERS AND GROWING DAILY</td>
<td>200K</td>
</tr>
<tr>
<td>MODERATED ONLINE SUPPORT GROUPS</td>
<td>50</td>
</tr>
<tr>
<td>HIGHEST NEED CITIES</td>
<td></td>
</tr>
<tr>
<td>VOLUNTEER APPROVAL RATE</td>
<td>92%</td>
</tr>
<tr>
<td>ACTIVE CITIES</td>
<td>TOP 5</td>
</tr>
</tbody>
</table>

**1.** Data is based on national survey of GirlTrek members in Oct. 2018 (n=800). A sample size of 384 was needed for the results to be considered statistically significant, and therefore representative, and we more than doubled that number.

**2.** Prescription drug costs for a normal weight adult average $700 a year, and for an obese adult the average cost rises to $1,300 a year.

- **79%** of GirlTrek members have been inspired to try new fitness activities.
- **59%** of GirlTrek members are at life saving levels (5 days per week for 30 minutes as recommended by the CDC).
- **72%** of GirlTrek members have walked 100 days or more.
- **60%** of GirlTrek members improved their eating habits.
- **64%** of GirlTrek members lost weight on average (10lbs).
- **56%** of GirlTrek members are no longer taking medications for pre-existing health conditions.
- **2 out of 3** GirlTrek members saw improvements in symptoms from pre-existing health conditions like high blood pressure.
- Average amount saved per person on prescription drug costs this year was **$1,018**.
GirlTrek is creating a national movement of healthy citizens and a new sustainable culture of wellness within African-American communities. As a managing partner at New Profit, a venture philanthropy firm with over 20 years experience investing in America’s social entrepreneurs and problem solvers, I joined GirlTrek’s board because they combine the best of systems change strategy with local organizing to transform lives. GirlTrek is helping the philanthropic sector understand what it takes to meaningfully support communities and movements.”

TULAINE MONTGOMERY
GirlTrek Board Chair

When people ask me who’s doing it right, who is, really at the core, understanding the community and living the values of the organization, I often tell the GirlTrek story because you are it – the team is amazing, the organization, the vision and the entire community around it... I think of myself as an amplified to the movement and a connecting link to get GirlTrek connected to other partners in the industry.”

MYRIAN SOLIS CORONEL
Next Gen Marketing Manager, REI

WE CONTINUE TO GROW WITH THE SUPPORT OF OUR STRATEGIC, TRAINING AND MEDIA PARTNERS.

@girltrek @girltrek @HealthyBlackWomenandGirls www.girltrek.org
Black women start a walking movement to battle the obesity epidemic

Guideposts

GirlTrek: Regaining Your Health One Step at a Time

100,000 Sisters Making Strides Toward Better Health
girltrek brings black women together for weekly walks in neighborhoods across the country.

GIRL TREK HAS PROUDLY BEEN FEATURED ACROSS VARIOUS MEDIA INCLUDING
Meet The Founders

VANESSA GARRISON
@vanessatreks

T. MORGAN DIXON
@morganetreks

Founded in 2010, GirlTrek started with two friends Vanessa Garrison and T. Morgan Dixon who met in Los Angeles, California as college students. As thought leaders in the Black women's health and wellness movement, Vanessa and Morgan have been featured speakers at major national convenings including the Clinton Global Health Summit, Surgeon General's Council on Walking, Obama Foundation Summit, White House Council on Children in the Outdoors, Essence Festival and the Healthy Women: Healthy Cities Global Summit. As Echoing Green fellows, they taught Principles of Grassroots Organizing at All Fellows Summit in Colombia in 2019. In Fall 2019, they will serve as visiting professors at the Harvard Kennedy School on Social Innovation.

Recent awards include 2019 Red Dress Awards by Woman's Day magazine, 2018 Women's Health Game Changers by Women’s Health magazine and in 2017, they received The Root 100 award for the most influential African Americans and were featured on the cover of Outside magazine as part of a group of 10 iconic women impacting the outdoor world.
NEED TO TALK TO SOMEONE FOR YOUR STORY?
LET US CONNECT YOU TO THE RIGHT SOURCE.

GirlTrek’s cofounders Vanessa Garrison and T. Morgan Dixon are experts on the following topics: Black women’s health and wellness, activism, leadership, movement building and more ...

GirlTrek has active walkers in more than 2,500 cities with fascinating stories of personal transformation. Let us help coordinate interviews in your media market.

→ GirlTrek’s talking points here.
→ The official GirlTrek logo here.
→ The 2018 GirlTrek annual report here.
→ Harriet’s Handbook is a list of 1,000 GirlTrek walks and daily walking prompts.
→ The GirlTrek Flickr gallery for hi-res images to accompany your story.
→ GirlTrek’s cofounders Vanessa Garrison and T. Morgan Dixon have been featured on the TED stage. Both of their TED talks have more than 1 million views: (2017) The trauma of systematic racism is killing Black women. A first step toward change... and (2018) The most powerful woman you’ve never heard of.
→ Contact us for GirlTrek B-roll and video.