There is a health crisis in America and **BLACK WOMEN AND GIRLS** are among the hardest hit.

**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.

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

It all starts with taking the pledge at [GirlTrek.org](http://www.girltrek.org)
38 MILLION
SOCIAL MEDIA READ
#GIRL TREK IN 2019

8.7 MILLION
IMPRESSIONS OF THE 2019
#STRESS PROTEST EVENT

58+ NATIONAL, LOCAL AND REGIONAL MEDIA STORIES IN 2019

6 GIRL TREK EXPANDED TO SEVERAL AFRICAN COUNTRIES IN 2019: NIGERIA, RWANDA, UGANDA, MALAWI, GHANA AND SOUTH AFRICA

126.9% MEMBERSHIP GROWTH IN 2019 COMPARED TO 41.09% GROWTH IN 2018

- 39% of women are walking more than they were in 2018
- 43% of women are walking at a faster pace than they were in 2018
- 56% of women are still walking 5 days/week or more from 2018
- 96% of those who have been diagnosed with depression said walking has improved their symptoms
- 26% of those taking medication have a lower dosage since last year
- 61% of women have lost weight since last year
- 40% of women continued to see improvement in symptoms from a previous health condition
- 2 out of 3 women participated in more than one Girl Trek challenge in 2019

1. Data is based on national survey of Girl Trek members in 2019.
MEET THE FOUNDERS
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. Additional 2019 international featured appearances include Skoll World Forum in Oxford, England and the Ashoka: Global Arab World Summit in Cairo, Egypt. They are currently 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.
NATIONAL MEDIA

Black women start a walking movement to battle the obesity epidemic.

How the Founder of GirlTrek is Fighting Diabetes in Her Community

Recently, 10 women walked 100 miles from Maryland to Delaware.

Guideposts

GirlTrek: Regaining Your Health One Step at a Time

GIRLTK HAS PROUDLY BEEN FEATURED ACROSS VARIOUS MEDIA INCLUDING

EBONY, ESSENCE, MISSIO, FAST COMPANY, WOMEN'S HEALTH, BET, NPR, ELLE, FORBES, STANDARD SOCIAL INNOVATION, THE OPEN MAGAZINE.
**Regional Media**

**San Francisco, CA**

[News clip: GirlTrek to spend weekend in Selma]

**Selma, AL**

[News clip: GirlTrek kicks off Women’s History Month with #ThinkBlackWomen campaign]

**Washington, DC**

[News clip: Civil rights education and women’s health intersect in GirlTrek’s latest initiative]

**Des Moines, IA**

[News clip: Black Women Trekking Through Neighborhoods To Stay Healthy]

**Fort Mill, SC**

[News clip: One step at a time: Ferguson mother channels grief, honors son through walking]

**Chicago, IL**

[News clip: Sharing the road in New Orleans with drivers, trekkers and cyclists]

**New Orleans, LA**

[News clip: Local ‘GirlTrek’ chapter started to address African-American women’s health]

**St. Louis, MO**

[News clip: GirlTrek seeks to empower African American women through walking]

**Seattle, WA**

[News clip: The walk for Black History with self-care]

**New York, NY**

[News clip: Walkability is a Health Justice Issue in Philadelphia]
Launched in May 2020, DaughtersOf is a multi-media celebration of self-care and healing for Black women through the lens of their matrilineal traditions. It is a call for a mass rejuvenation through the sharing of our stories on hope, healing and happiness.

Featured as a must-see event in The New York Times, GirlTrek hosted ground-breaking, first-ever #DaughtersOf conversations with legendary, revolutionary Black women: Angela Davis and Nikki Giovanni; Dr. Bernice A. King and Ilyasah Shabazz, the daughters of historic figures Coretta Scott King and Dr. Martin Luther King Jr. and Betty Shabazz and Malcolm X; and the leaders of all four Black sororities.

Influencers like writer and social commentator, Luvvie Ajayi Jones; singer Lalah Hathaway; actress Kelly McCreary (Grey’s Anatomy) and lifestyles expert Jazz Smollett have participated in the #DaughtersOf campaign.

1.2 MILLION+
people watched the broadcasts

14.2 MILLION+
Impressions on social media
Launched in June 2020, #BlackHistoryBootCamp is GirlTrek’s most successful walking campaign to date: a 21-day walking meditation for daily resistance that celebrated a different Black woman of historic significance each day. Revolutionary Black women in history such as Stagecoach Mary, Mamie Till-Mobley, Shirley Chisholm, Ida B. Wells and Ella Baker are among those featured.
“I want to introduce you to two women that I think are doing some of the most transformational work on our planet... These two women understand that the world is changed when nations are changed; and nations are changed when cities are changed; cities get changed when communities are changed; and communities are changed when individuals are changed. And when we look at history, we know that some of the most potent change makers are, let’s be real, Black women.”

OPRAH WINFREY
Introducing GiriTrek cofounders T. Morgan Dixon and Vanessa Garrison in 2018 from the TED stage in Vancouver, Canada

GiriTrek’s model recognizes that Black women are highly effective influencers, leaders, breadwinners, and advocates for themselves and their communities.”

NEW PROFIT
Nonprofit social innovation organization and venture philanthropy fund

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 GiriTrek 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 GiriTrek connected to other partners in the industry.”

MYRIAN SOLIS CORONEL
Next Gen Marketing Manager, REI

GIRL TREK CONTINUES TO GROW WITH THE SUPPORT OF OUR STRATEGIC, TRAINING AND MEDIA PARTNERS. THEY INCLUDE:
RESOURCES CENTER

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 2019 GirlTrek annual report [here](#).
→ 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.
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www.girltrek.org

#GirlTrek