



FOR IMMEDIATE RELEASE

**Entertainment/Media Company Introduces Innovative Online Platform to Empower and Educate Young Women**

*T.E.E.N. Diaries LLC officially launches its brand of online media targeting multi-cultural female teens.*

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August 13, 2008 (New York, NY) - **T.E.E.N. Diaries LLC** is a youth entertainment and media company geared towards multi-cultural, female millennials (ages 13 - 22) who enjoy urban and pop culture. Founded in August 2007 by Television Producer /Model Aeshia De Vore Branch and Licensed Clinical Social Worker Nicole Roberson, the primary objective for the company is to positively impact a girls' transition into womanhood. From fashion to finance, **T.E.E.N. Diaries LLC** is addressing topics which urban, female millennials find inspiring, educational, and entertaining. Each section of this e-mentoring site (*TeenDiariesOnline.com*), online TV network (*TeenDiaries.tv*) and developing talk show focuses on a particular issue that affects this unique population.

The e-mentoring site includes features by celebrities and professionals discussing the issues that affect(ed) them as teens growing up in America. Teen bloggers from New York to Los Angeles contribute to the "Diaries" section that features their truthful depiction of teen life and appeals to the audience who identify with them. Across the globe and around the clock, millennials are able to access real time information on *TeenDiariesOnline.com* & *TeenDiaries.tv*, which is pertinent to real life situations. Without a doubt, T.E.E.N. Diaries LLC fills an ever-existent void in the framework of our youth.

*"Teen Diaries is a product of necessity and timing,"* states Branch about the inspiration for the company. *"When I was working for the music video division of a production company (Radical Media), Tyra Banks had just launched her talk show and it became the only talk show that spoke directly to younger women. But her topics rarely addressed issues that teens or college students specifically face each day. Her show has entered into this realm since its' launch in 2005, but there is still a need for an outlet that is strictly for teens - by teens. We are that outlet."*

The vision for **T.E.E.N. Diaries LLC** is unbounded and always on the cusp of what is new and fresh within the targeted demographic. Bringing the online experience live to their readers and members is a goal that is very important to the founding team. Roberson explains, *"I would like to see TEEN Diaries initiate several community based projects that empower young women with the tools that are necessary to transition to adulthood successfully."* She continues, *"For example, I envision translating certain aspects of our current site (www.TeenDiariesOnline.com) such as the 'I Want Her Job' segment that introduces our readers to nontraditional career opportunities into live workshops and camp opportunities."*

In the inaugural year of the company's launch, **T.E.E.N. Diaries LLC** has received an outpouring of support from celebrities and tastemakers which has helped to encourage the founders to continue to trek towards their vision for the company. Grammy award-winning producer/singer/songwriter **Kanye West** has formally announced his support of the company by stating, *"It's so important for teens to have a place where they're encouraged to speak their minds and they're not judged. T.E.E.N. Diaries does just that!"* celebrity stylist and author **June Ambrose** agrees, *"T.E.E.N Diaries is beyond necessary. Today, it is so easy for teens to not have a voice and this gives them an outlet to be heard. It bridges the communication gap between parents and their children. I will be looking to T.E.E.N. Diaries to get insight on what my kids are thinking in the future."*



## About the Founders

### AESHIA DE VORE BRANCH - Founder/ CEO / Editor-in-Chief



Aeshia De Vore Branch is living her dream. The talented TV producer, writer, and model helps teenage girls develop into adulthood through her multi-media company Teen Diaries LLC. The void of entertaining yet positive media for young urban women, ages 13-22, led to the conception and rapid growth of the Founder/CEO's passionate venture. As the instrumental force behind the brand's creative vision and marketing concepts, Aeshia has used her astute business acumen and enthusiasm for her cause to spearhead collaborations with companies aiming to reach the Teen Diaries demographic.

Originally from New York City, Aeshia attended Middle Tennessee State University where she received her Bachelor's degree in Mass Communications in 2001. She began her career as a receptionist for @radical.media, arguably one of the largest commercial production companies in the world. In less than a year, she was on the path to producing episodes of the Sundance Channel's six-part primetime series *ICONOCLASTS*, which enabled her to work with her idols Dr. Maya Angelou, Ruby Dee, and Alicia Keys.

An enthusiastic philanthropist, Aeshia lends her time on the board of The BUDDY Program, a mentoring initiative developing in northern New Jersey that places disadvantaged teenage girls with professional women of color, and has served her community as a member of Alpha Kappa Alpha Sorority Incorporated.

### NICOLE ROBERSON, LCSW - President / E-Mentor



activities.

Nicole Johnson Roberson, LCSW is continuing her mission to serve at-risk children and adolescents by acting as the President of Teen Diaries, LLC. Her responsibilities include providing clinical direction to the e-mentoring site. Nicole also assists with general administrative and marketing responsibilities along with the planning and implementation of all facets of programming for the company. Additionally she assists with coordinating partnerships with other programs as well as monitors and coordinates professional and youth blogger

Originally from the Washington D.C. Metropolitan area, Nicole attended Towson State University where she received a Bachelors of Science Degree in Clinical Psychology in 1996. She was later awarded her Masters in Clinical Social Work at Catholic University in 1998. After providing clinical services for several years in various settings, Nicole relocated to the Tri-State area in 2003.

As a practicing clinical social worker, Nicole has worked with seriously emotionally disturbed and learning disabled adolescents and young adults for over ten years. Nicole's interest and experience lie primarily in direct service as a clinical therapist specializing in behavioral problems and the strengths perspective. Currently, Nicole is developing a therapeutic mentoring agency, the BUDDY Program that will serve at-risk adolescents in the northern New Jersey area.

