

FOR IMMEDIATE RELEASE

Contact: Cheryl Blowers
(212) 509-2000, ext. 237; cmesser@girlsinc.org



Inspiring all girls
to be strong,
smart, and bold™

**Girls Inc. to Benefit from Teavana® Oprah Chai
from Oprah Winfrey and Starbucks**

*Donations from sales of Teavana® Oprah Chai Tea will support Girls Inc.
in delivering more life-changing programs and opportunities for girls*

New York, NY (March 24, 2014) — Girls Inc. is thrilled to announce it was selected by Oprah Winfrey to benefit from the sale of Teavana® Oprah Chai, a new tea available at Starbucks and Teavana stores beginning April 29 across the U.S. and Canada.

The announcement was made by Oprah Winfrey and Howard Schultz, Chairman, President and CEO of Starbucks, at the Starbucks annual shareholders' meeting on March 19. Oprah Winfrey personally developed the tea with Teavana's leading teaologist Naoko Tsunoda.

"Girls Inc. is honored to be chosen by Oprah Winfrey and Starbucks as a partner in advancing opportunities for girls to discover their unique talents and strengths and realize a brighter future," said Judy Vredenburg, Girls Inc. President and CEO. "We are committed to promoting the ability of all girls to achieve academic success and higher education, and we are thankful for Oprah's and Starbucks' leadership in supporting our mission."

Proceeds from the sales of Teavana® Oprah Chai will support educational opportunities for youth through the Oprah Winfrey Leadership Academy Foundation. In addition to Girls Inc., three other organizations will also benefit: National CARES Mentoring Movement, Pathways to College, and the U.S. Dream Academy.

For more information, please visit www.girlsinc.org.

About Girls Inc.

Girls Inc. inspires all girls to be strong, smart, and bold through life-changing programs and experiences that help girls navigate gender, economic, and social barriers. Research-based curricula, delivered by trained, mentoring professionals in a positive all-girl environment equip girls to achieve academically; lead healthy and physically active lives; manage money; navigate media messages; and discover an interest in science, technology, engineering, and math. The network of local Girls Inc. nonprofit organizations serves 136,000 girls ages 6 - 18 annually across the United States and Canada. Learn more about our programs and advocacy at www.girlsinc.org.