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You go, girl!

Here's looking at you, girl, to change the world - a campaign by Girleffect.org.

By **MICHAELLE BOND**

ONE movement is taking the idea of "girl power" to a whole new level. The Girl Effect campaign believes 12-year-old girls can end world poverty.

"Invest in a girl and she will do the rest," one video on Girleffect.org states.

The idea is that educating girls living in poverty will give them the power to create better lives for themselves, their families and ultimately society as a whole, through generations of improved education and health.

Girleffect.org considers the age of 12 to be a crossroads, since it says this is the age that girls are considered adults in many areas of the world.

Before you enter the site, Girleffect.org presents you with a simple statement: "The world could use a good kick in the pants."

You have two choices: agree or disagree. If you click "disagree," you're asked, "Really? There are 50 million 12-year-old girls who would disagree with you."

The site continues with its slightly admonishing tone in which frustration about the plight of girls and the intergenerational cycle of poverty seeps through.

Girleffect.org dramatises its facts with videos that use punctuated text and animated drawings to outrage viewers and a conversational, but confrontational tone to get its message across.

You also can learn more about the cause through personal stories, factsheets and graphics.

The website also has a donation page and mobilisation page for those who want to join the effort to raise awareness for the Girl Effect.

The education of girls, Girleffect.org says, results in healthier babies, peace, lower HIV rates, more food and improvements in education, commerce, sanitation and stability, which means the country's whole economy improves and the whole world benefits.

The movement has a rosy view of how the world could be if girls were given more opportunities. It operates under the belief that if girls are educated and cared for, they will thrive and improve the treatment of women worldwide.

One of the website's videos gives an example of how the Girl Effect could work.

If a girl in a developing country stays in school, the video says, and then gets a loan to buy a cow, she could use the profits from selling the milk to help her family. Then, her cow becomes a herd. She could later be the business owner who brings clean water to her village. This makes men respect her and invite her to the village council, where she persuades them to think more of women in general.

This would give other girls more opportunities to succeed and the village would prosper.

"Multiply that by 600 million girls in the developing world, and you've just changed the course of history," the video states.

See the potential effect for yourself at Girleffect.org.
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