



Be part of something extraordinary

Media Contact:
Tiffany Bourré
The Idea Workshop
416.504.3977 ext. 28
Cell: 416.540.8433
tiffany@theideaworkshop.com

**For immediate release
March 12, 2008**

Because I am a Girl, I Can Squash Inequality: World Ranked Female Squash Player Takes on Challengers to Raise Awareness of Global Gender Discrimination

Plan Canada's *Because I am a Girl* campaign fights for equal rights for girls across the developing world

TORONTO, Ontario – One of the world's top ranked female squash players, Natalie Grainger, is teaming up with Canada's own female squash contenders in a high-energy exhibition event to raise awareness of gender discrimination around the world. On Wednesday, March 12, Natalie along with Canada's top female under 17, Laura Gemmell, 12 junior players from the prestigious Oakville Club, and Adelaide Squash Professional Adrian Griffin, 2008 Canadian Doubles Champion will take to the courts for a fast action challenge against aspiring squash enthusiasts at The Adelaide Club in Toronto.

The highlight of the evening will be a centre court match up between Natalie and Adrian. Challengers can sign up for the chance to test their talent against the players, and will donate their entry fee to Plan Canada's *Because I am a Girl* campaign, a project that will follow the lives of 140 girls in nine developing countries until 2015. The project is the first of its kind, and will compile urgently needed data on gender discrimination in the developing world, a key component in the UN's Millennium Development Goals to meet the needs of the world's poorest populations. Proceeds from this event will be used for a girls' education program in Burkina Faso, Africa.

WHO: Squash player Natalie Grainger–U.S. Open Women's Champion, World Open Finalist
Laura Gemmell–#1 ranked female under 17 in Canada and the US
Adrian Griffin- Adelaide Squash Professional, 2008 Canadian Men's Doubles Champion
The Oakville Club junior squash players

...//more

WHAT: Plan Canada's *Because I am a Girl* Campaign

WHERE: The Adelaide Club
First Canadian Place
Entrance on Adelaide

WHEN: Wednesday, March 12, 2008
6 - 8pm

About Because I am a Girl

Plan Canada launched *Because I am a Girl* in 2007, and will continue the nine-year drive to tackle discrimination against girls. The campaign will end in 2015, the year of the UN's final review of the Millennium Development Goals and the tenth anniversary of Beijing International Women's Conference.

The first report outlined the huge challenges confronting girls in the developing world, including:

- Half of all sexual assaults are committed against girls aged 15 and younger
- Seventy per cent of the 1.5 billion people living on less than a dollar a day are female
- More than 70,000 teenage girls are married every day
- Two-thirds of 15- to 19-year-olds newly infected with HIV in sub-Saharan Africa are female
- Birth complications and unsafe abortions are the leading cause of death for young women aged 15 – 19
- One in 10 births are to a mother who is herself a child

About Plan Canada

Plan Canada is part of Plan, an international, humanitarian, child-centered development organization with no religious or political affiliations. Child sponsorship is the basic foundation of the organization. Plan works with 1.3 million children in 49 developing countries. Gender equality is a principle guideline for all Plan programming. Canadians can support the call to action for gender equality at plancanada.ca.

- 30 -

Media Contacts:

For Plan: Tiffany Bourré
The Idea Workshop
416.504.3977 ext. 28
Cell: 416.540.8433
tiffany@theideaworkshop.com

For Adelaide Club: Danielle Iversen
that PR thing
416.923.6566
d@thatPRthing.com