



PRESS RELEASE

Brussels, 25th March 2013

greenlight for girls launches the campaign “Anything is Possible!” at the Girls in ICT Day, on 25th April 2013.

In celebration of Girls in ICT Day, greenlight for girls (g4g) and its partners ECWT and UN ITU’s Tech Needs Girls campaign will be spreading the message that “Anything is Possible” to children and adults worldwide. The campaign will count on people’s collaboration - as they are invited to send, until the 20th April 2013, creative photos and videos of themselves showing that “Anything is Possible” in verbal or visual ways – to create a unison and powerful message, compiled in one final video. The campaign’s climax will be the opportunity to present its final results at the European Parliament during the afternoon of Girls in ICT day on April 25th 2013.

As greenlight for girls is a non-profit organisation dedicated to encourage girls of all ages and backgrounds to pursue STEM - science, technology, engineering and math - careers, the “Anything is Possible!” campaign is an initiative that aims to show children, parents, teachers and communities around the world that education and the learning of STEM related subjects is fundamental for a future that is full of possibilities. The objective is to unite voices of people from different countries and ages to produce a message of inspiration and engagement and remind girls that, regardless of their location and life conditions, their dreams can be achieved if they believe that “Anything is Possible”.

The “Anything is Possible!” campaign will be carried out by g4g’s collaborators worldwide. Communication plans and press initiatives, as well as the editing of the material sent by people, will be held by g4g headquarters in Brussels, Belgium.

All partners, interested organizations and education professionals are encouraged to use the campaign’s final video to inspire other children and adults in building a better future for themselves and their communities.

For more information, please visit <http://greenlightforgirls.org/anything-is-possible> or contact the G4G global office at info@greenlightforgirls.org.