



She's  
the  
First

**MEDIA ALERT**

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**She's the First Holds First Ever National Tie-Dye Cupcake Competition Raising over \$19,000 to Sponsor Girls' Education in Africa, Latin America, and Southeast Asia**

*Student leaders leveraged the power of social media to create the largest tie-dye cupcake bake sale competition ever and set a fundraising record*

**November 20, 2011**—She's the First (STF), a non-profit organization that sponsors girls in the developing world's educations so they can be the first in their families to graduate, celebrated its second birthday by hosting its most successful fundraiser yet: a week-long **Tie-Dye Cupcake Bake-Off**. Held November 1-8, 2011, this international event raised over \$19,000 and brought student groups at 40 colleges, universities, and high schools together with an educational and fun competition that used social media and smart marketing to sell colorful cupcakes for a good cause.

"Students across the US organized bake sales using our signature cupcakes to raise money and awareness to educate girls around the world," said STF President and Founder Tammy Tibbetts. "With the Bake-Off, everyone's a winner. We saw an incredible effort of camaraderie and teamwork: Students across the country shared ideas with each other via Facebook, recruited friends to join on Twitter, and built meaningful alliances with other campus groups to achieve the shared goal of paying it forward for girls around the world."

100 percent of cupcake sale proceeds will sponsor 25 girls in eight countries where STF has partnered with school sponsorship programs. The Bake-Off was first step in a yearlong program where US students have the opportunity to work with STF to help support the girls' education. In December, bake sale participants and their classmates will have the chance to be "digital penpals" with the sponsored girls on shesthefirst.org, leaving comments to motivate and encourage them, or questions asking them about their lives.

Worldwide, about 130 million school-age children are not enrolled in school—70% of these children are girls. Surprisingly, even with this uneven playing field, less than two cents of every development dollar goes to girls. "Sponsoring girls in the developing world has a tremendous ripple effect creating stronger families, communities, and economies," said Christen Brandt, STF Executive Director. "And that's only half of what STF achieved here. When young women, and guys, take action in the US, we're changing their lives, too, nurturing a new generation of global leaders."

She's The First Tie-Dye Cupcake Bake-Off highlights include:

- **Youngest Team: Prospect Sierra School in Berkeley, CA:** The youngest team, of third and fourth graders, raised the most money--\$2,000 for girls in India!
- **Fastest Sales: Molly's Cupcakes in New York, NY:** STF celebrated its 2<sup>nd</sup> birthday as a bake sale at Molly's Cupcakes in NYC, raising nearly \$600 in three hours of sales.

- **Guys Team: The University of Tennessee in Knoxville, TN:** Phi Mu Alpha fraternity formed the only all-guys team, giving the girls of Alpha Chi Omega a run for their money!
  - **Awesome Partnership: Food for Thought Club at Ithaca College, NY:** Partnered with local hot spot Purity Ice Cream on baking 500 cupcakes that they sold on campus to raise \$1,000+!
  - **Generous Sponsorship: Nora Schultz, President & Founder of Naturally Nora, Princeton, NJ:** Donated 312 boxes of her all-natural dessert mixes (to make 4032 cupcakes!), to the NYC and NJ area bake sale teams, and held a national contest, won by teams in PA, MD, and MA.
- To interview She's the First or any of the Bake-Off participants, please contact Stephanie Scott, 510-982-6695, [stephanie@shesthefirst.org](mailto:stephanie@shesthefirst.org).
  - To see more photos, tweets, and stories from the Tie-Dye Cupcake Bake-Off, visit [shesthefirst.org/cupcakes](http://shesthefirst.org/cupcakes).
  - For more information on She's the First, please visit: [shesthefirst.org](http://shesthefirst.org).
  - To join the She's the First social media community, please visit <http://www.facebook.com/shesthefirst> or follow @shesthefirst on Twitter.

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#### **ABOUT THE 2011 TIE-DYE CUPCAKE BAKE-OFF:**

Dreamed up by Lindsay Brown & Maddie Fox, then sophomores on the NCAA-winning women's soccer team at the University of Notre Dame, the first tie-dye cupcake bake sales in Fall 2010 raised \$900 to sponsor three girls in Nepal. Photos of the bake sale on [shesthefirst.org](http://shesthefirst.org) inspired tie-dye cupcakes to pop up at several other events, becoming a signature She's the First fundraiser. This past summer, Lindsay traveled to Nepal to meet the girls herself...teaching them how to make tie-dye cupcakes, of course! This campaign is proudly supported by HerCampus.com, *Channel One News*, *Huffington Post*, MTV Act, Big Girls Small Kitchen College, LoveTwenty.com, CollegeGloss.com, IWantHerJob.com, and companies as Naturally Nora, The Popcorn Factory, and PostcardMania.

#### **ABOUT SHE'S THE FIRST:**

She's the First is a 501c3 not-for-profit that sponsors girls' education in the developing world, helping them be the first in their families to graduate. Young Americans are inspired to lead creative fundraisers and correspond with sponsored students—thinking globally, acting locally, and rising as leaders. She's the First partners with nine charitable NGOs that run sponsorship programs in eight different developing countries.