

PRESS RELEASE



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WRITEGIRL JOINS U.S. SOCCER'S 2021 SHEBELIEVES AMBASSADORS PROGRAM

WriteGirl is Part of the Inaugural Network of Nonprofit Organizations Collaborating With U.S. Soccer To Positively Impact More Girls and Women

LOS ANGELES (Feb. 16, 2021) – WriteGirl has been selected by the U.S. Soccer Federation to serve as one of ten organizations taking part in the first U.S. Soccer *SheBelieves Ambassadors* program.

The U.S. Soccer Federation is the governing body of the sport of soccer in the United States and oversees 23 National Teams, including the four-time FIFA Women's World Cup Champions, the U.S. Women's National Team.

Through the *SheBelieves Ambassadors* program, WriteGirl will work directly with the Federation to showcase its mission, people, initiatives, and resources, to positively impact girls and women.

"We are thrilled to join the Federation in this unique program, which will help us bring our organization and activities to more people than ever before. Our organization's mission is to empower teen girls through creative writing and mentoring, and it's exciting to collaborate with U.S. Soccer to amplify these meaningful conversations and share more resources with our communities," said WriteGirl Executive Director Keren Taylor.

U.S. Soccer and the U.S. Women’s National Team established SheBelieves in 2015 as a movement to inspire and encourage girls and young women to reach their dreams in soccer and beyond. Over five years the SheBelieves platform, driven by programs focusing on Career, Confidence, and Community, has empowered girls and women by helping give them a vision and tools to achieve their goals.

WriteGirl joins the first class of *SheBelieves Ambassadors* that features a range of organizations in sports, STEM, the arts, and professional development. Approximately half the organizations focus on serving girls and women in underserved or minority communities.

“In sports, we know that you can always achieve more when you work together as a team,” said U.S. Soccer President Cindy Parlow Cone, herself a former USWNT player, World Cup champion and Olympic gold medal winner. “We are honored to welcome these SheBelieves Ambassadors as our new teammates in creating positive and lasting change in the world. Together, we can support, impact and lift more girls and women.”

WriteGirl will be featured on U.S. Soccer’s SheBelieves virtual hub, www.ussoccer.com/shebelieves, on video boards at the marquee 2021 SheBelieves Cup Presented by Visa, and across the Federation’s extensive social media pages with millions of followers. As an Ambassador organization, WriteGirl will also have the opportunity to participate in U.S. Soccer events and creatively collaborate with U.S. Soccer staff to identify more opportunities to impact shared audiences.

The *SheBelieves Ambassadors* program recognizes the critical value of community-building to affect positive cultural change. Each year, the Federation will invite a select group of organizations and individuals to participate cost-free in the *Ambassador* program. All *Ambassadors* will be groups or individuals who champion the SheBelieves ethos of inspiration and empowerment or who reflect the core SheBelieves pillars of *Career, Confidence & Community* to their audiences.

The 2021 SheBelieves Ambassadors are:

- [Brown Girls Do Ballet](#)
- [Female Coaching Network](#)
- [IF/THEN](#)
- [National Women’s Soccer League \(NWSL\)](#)
- [Play Like A Girl!](#)
- [Powerplay](#)
- [U.S. Soccer Foundation](#)
- [WISE Chicago & WISE Greater Orlando](#) Chapters
- [Women in Soccer](#)
- [WriteGirl](#)

To learn more about U.S. Soccer's SheBelieves Ambassador program, go to www.ussoccer.com/shebelieves.

About WriteGirl



Founded in 2001, **WriteGirl** is a nationally-recognized creative writing and mentoring organization serving more than 500 teens annually, mainly from LA's high-density neighborhoods. WriteGirl envisions a world where all teens live, write, and speak boldly as they become inspiring, transformative leaders, driven to effect positive change in their communities. Now in its 20th season, WriteGirl has maintained a 100 percent success rate in helping its seniors not only graduate from high school, but also enroll in college. WriteGirl also works with boys and co-ed groups under the name "Bold Ink Writers." As a founding member of the Arts for Healing and Justice Network (AHJN), Bold Ink Writers brings creative writing workshops and mentors to incarcerated and systems-impacted youth. For more information, visit www.writegirl.org.

National Recognition for WriteGirl:

WriteGirl has won more than 90 awards for its 20 years of empowering teen girls. WriteGirl and Executive Director Keren Taylor were awarded the 2020 Los Angeles Times Innovator Award and in 2014 Keren Taylor was named a CNN Hero. In 2013, WriteGirl was honored by First Lady Michelle Obama with the National Arts and Humanities Youth Program Award – an initiative of the President's Committee on the Arts & the Humanities and the highest national honor awarded to exemplary out-of-school time programs.

WriteGirl is a project of Community Partners, a 501c3 organization.