



GIRLRISING
CAMPAIGN 2013

10x10 IMPACT FRAMEWORK CHART

CHANGE MINDS

ESTABLISH A GLOBAL CONSTITUENCY THAT UNDERSTAND THE IMPORTANCE OF EDUCATING GIRLS.

INCREASE PUBLIC AWARENESS ABOUT THE IMPORTANCE OF EDUCATING GIRLS.

EMPOWER COMMUNITIES CHAMPIONS AND INFLUENCERS TO LEAD THE MOVEMENT.

CULTIVATE NEW ADVOCATES IN SUPPORT OF THE GIRLS' EDUCATION MOVEMENT.

RAISE AWARENESS OF TARGET POPULATION ABOUT GIRLS' EDUCATION.

DRIVE LOCAL IMPACT THROUGH NGO PARTNERS.

BUILD EFFECTIVE NGO PARTNERSHIPS.

RAISE SIGNIFICANT FUNDING FOR GIRLS' EDUCATION INITIATIVES THROUGH NGO PARTNERS.

SCALE THE IMPACT OF NGO PARTNERS ON GIRLS' EDUCATION.

DEPLOY A GLOBAL CONSTITUENCY TO TAKE ACTION THROUGH NGO PARTNERS.

ACCELERATE PASSAGE OF US LEGISLATION THAT IMPROVES GIRLS' EDUCATION IN TARGET COUNTRIES.

CHANGE POLICY

ACCELERATE ADOPTION OF RULES THAT IMPROVE GIRLS' EDUCATION IN TARGET COUNTRIES.

RE-PRIORITIZE RESOURCES DEVOTED TO GIRLS' EDUCATION IN TARGETED COUNTRIES.

CHANGE LIVES

REMOVE BARRIERS BETWEEN GIRLS AND EDUCATION IN TARGET COUNTRIES.

PROVIDE GIRLS WITH THE NECESSARY TOOLS TO SUCCEED IN SCHOOL.

IMPROVE EDUCATIONAL OUTCOMES FOR GIRLS THROUGH A FOCUS ON ACCESS COMPLETION AND LEARNING.

IMPROVE QUALITY OF LEARNING IN GIRLS EDUCATION.

VISION:

INCREASE THE VALUE OF THE GIRL



DISTRIBUTION ON DEMAND

10X10 PRESENTS GIRLRISING

MENU ▾

BUY TICKETS ▸

DONATE ▸



SEE GIRLRISING

Use the map to find screenings of **GIRL RISING** near you or sign up to captain a screening and bring **GIRL RISING** to your community, campus, or corporation. [Learn More.](#)

[COMMUNITY SCREENING ▸](#)

[CAMPUS SCREENING ▸](#)

[CORPORATE SCREENING ▸](#)

GIRL RISING
112,359
TICKETS RESERVED
205
SCREENINGS NATIONWIDE
Find a screening near you.
ATTEND A SCREENING

Map data ©2013 Google, INEGI, MapColor/10x10 of Use

SCREENING HAS NOT TIPPED ● SCREENING HAS TIPPED

LOCATION City or Zip

GATHR FILMS

GIRL RISING MOMENTUM



SUNDANCE



BANGKOK



NEPAL



TIME SQUARE



ZIMBABWE



NEW YORK CITY



CAMBODIA



ST. LOUIS



PERU

The New York Times

“Girl Rising is rapidly becoming one of the hottest ‘cause’ documentaries in years.”



Regal Cinemas Brings Girl Rising to Theaters Following Strong Moviegoer Interest

THURSTON TALK

Girl Rising Movie Premiere Spurs Action For Worldwide Philanthropy

Entertainment WEEKLY

“The documentary every mother, sister, daughter should see, as well as the men who love and support them.”

THE
HUFFINGTON
POST

Girl Rising: Topping Charts By Breaking Molds



Russell Simmons @UncleRUSH

6 Mar

9 girls in 9 countries. All on a quest for an education. Watch them triumph in the film [#GirlRising](#). See it now. bit.ly/XwRzLV

Expand



Queen Rania Rania Al Abdullah

Amazing stories at event highlighting [@10x10act](#), great project about transformative power of educating girls. bit.ly/AeNIT4 Plz RT

20 minutes ago



Gloria Steinem

@GloriaSteinem

Following



Yesterday shows that [#TakeYourDaughterToWorkDay](#) still thriving after 19 years. Support girls arnd the world w [@10x10act](#) bit.ly/IeCNyW



kerry washington @kerrywashington

6 Mar

[#GirlRising](#) is in theaters TOMORROW! Watch the trailer and sign up for a screening near you goo.gl/eBSaS

Favorited by 10x10 - Girl Rising

Expand

THE CONVERSATION IS GETTING LOUDER



Alicia Keys @aliciakeys

25 Apr

I really love this & it's in theatres for this week only! Find a showing of [#GirlRising](#) at a [@RegalMovies](#) near you: bit.ly/103BkGn

Followed by M.I.A and 2 others



Melinda Gates ✓

@melindagates



Following

My daughter & I watched [#GirlRising](#) together. Give every girl the education she wants and watch her change the world gates.ly/15tUQSD



Christy Turlington ✓

@CTurlington



Following

Stand up. Speak loud. Give a girl the right to have the life she wants and deserves. [#GirlRising](#) jol.ly/og7t



DVF @DVF

18 Apr

[#GirlRising](#) reminds us that educating the girls of today is an investment in everyone's tomorrow! You can catch the film from the 19th-25th.

A close-up portrait of a young Black woman with a gentle smile, looking slightly off-camera. She has dark, well-defined eyes and is wearing a white garment with a blue collar. The background is a soft, out-of-focus grey.

GIRL RISING REACH:

2.8 billion EARNED MEDIA IMPRESSIONS

780,572 SOCIAL MEDIA FOLLOWERS

517 REQUESTED SCREENINGS COMPLETED
SINCE March 7th 2013 + **78** SCREENINGS PENDING

5,292 REGAL CINEMA SCREENINGS

CNN BROADCAST REACH:

75 million MONTHLY CNN.COM VISITS

210 million HOUSEHOLDS GLOBALLY

10x10 IMPACT FRAMEWORK CHART

CHANGE MINDS

ESTABLISH A GLOBAL CONSTITUENCY THAT UNDERSTAND THE IMPORTANCE OF EDUCATING GIRLS.

DRIVE LOCAL IMPACT THROUGH NGO PARTNERS.

CHANGE POLICY

CHANGE LIVES

VISION:

INCREASE THE VALUE OF THE GIRL