

# PRESS RELEASE

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## FOR IMMEDIATE RELEASE

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**Dallas, Texas.** UrbanGirlz, Inc., a national 501C3 nonprofit organization dedicated to impacting the lives of girls and teens of color through its online awarding winning ezine, [www.urbangirlz.org](http://www.urbangirlz.org) and through its' Community Impact Initiative, announces the release of the **UrbanGirlz Etiquette Guide....A Complete Guide to Etiquette for girls and teens of color.**

The UrbanGirlz Etiquette Guide is designed specifically to address the cultural and social issues facing African American youth. The Guide features 200 pages of Etiquette Topics, including: Informal and Formal Dining Etiquette, Cell Phone and Texting Etiquette, Relationship Etiquette and much more from a uniquely urban point of view.

This specially designed resource was developed in response to the increasing demand for comprehensive social development programs which build self-esteem and etiquette skills in urban girls and youth so they may reach their full potential.

It seems as if etiquette and social grace now makes headlines daily. From First Lady Michelle Obama and Queen Elizabeth of England embracing to the national etiquette week, proper social behavior is no longer for the upper crust of society but is a needed skill for all girls.

Youth are displaying a lack of manners and etiquette as noted in 2004 by Public Agenda, "more than one in three teachers told Public Agenda that they had seriously considered leaving their profession or knew a colleague who had left because of 'intolerable' student behavior." (Public Agenda, 2004)

Furthermore, the New York Times states, "so much importance is placed on how to help one's children to get ahead" manners are often set aside in the name of competition and success. This trend, however, has made us realize that no matter how qualified you are, "bestly behavior can undercut everything." (The New York Times, 2006)

In a survey of 200 etiquette courses operating countrywide, UrbanGirlz discovered less than 1% target urban youth, moreover, churches who are now doing some type of social training for their youth do not normally include students from the schools or community where they are located.

For most urban youth, the situation is more dire as their socio economic status continues to deteriorate. Urban youth who do not receive some type of etiquette training from church, school or community organizations are simply not exposed to etiquette skills or social graces leaving them ill equipped to succeed as they move up the educational and career ladders.

As stated in an article published in Seventeen Magazine, "youth who are exposed to social etiquette training are more likely to be more self-confident." Unfortunately, this can leave urban teens a step behind other girls.

The UrbanGirlz Etiquette Guide is a part of the UrbanGirlz Community Impact Initiative, which works through the Ladies by Design Junior Debutante Course and the UrbanGirlz Etiquette Workshop to build the self-confidence of urban youth and young adults in communities throughout the country.

This unique resource is ideal for individuals, schools, churches and community organizations seeking a resource to build the self-confidence of their urban youth. "Women of Action," who are interested in becoming a Certified Etiquette Instructor are also needed to further meet the demand of organizations across the country seeking assistance with their urban youth.

For more information about the UrbanGirlz Etiquette Guide or to schedule an UrbanGirlz Etiquette Workshop contact Colette Martin at [cmartin@urbangirlz.org](mailto:cmartin@urbangirlz.org) or call 1-800.291.6492.

The UrbanGirlz Etiquette Guide was developed by Lady Trenette Wilson, UrbanGirlz Publisher and founder of the Ladies by Design Junior Debutante Course, national faith-based Junior Debutante Course conducted throughout the country.

To arrange an interview or for more information, please contact: Karen Griggsby at 1-800-291-6492.

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