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Press Release

Blossomin' Diva has re-branded their Organization name to Positively Empowering TeenGirls About Life (P.E.T.A.L) Not-For-Profit Empowerment Organization for girls and young women has changed their name for greater outreach.

Plainfield, NJ: The not-for-profit empowerment organization for girls and young women has changed its name from Blossomin' Diva Inc. to Positively Empowering TeenGirls About Life also known as P.E.T.A.L. This decision was made to better align the vision and mission set forth by the organization.

P.E.T.A.L formerly Blossomin' Diva gained notoriety with the launch of their 1st Annual Call to Action Conference in June 2007 for girls 10 – 19 years old from the NY/NJ/CT Tri-State area. To add to their roster of successful signature events they have produced the "What Our Girls Need to Know" empowerment series which address topics such as Health & Wellness, Education, Self-Esteem, Media Imagery and Social Change. With great things on the horizon P.E.T.A.L will also launch their Leadership Circle for high school girls, mentorship program, P.E.T.A.L. Movement for adults and online resource portal in 2008.

"Changing our name to Positively Empowering TeenGirls About Life says it all. Our name is in alignment with our vision and our mission to impact lives and positively empower young women everywhere", says Tamiko Evans, Founder P.E.T.A.L. "Our goals are still the same except now we will empower thousands at a time as opposed to one seed at a time."

The mission behind P.E.T.A.L.'s work is due to some of the challenges minority girls face*:

- Minority girls are 32% more likely to be the victims of crime
- 90% of new cases of HIV/AIDS are reported from girls 13-25
- Minority girls are twice as likely to be overweight
- At least 3x's as likely to have engaged in sexual activity by age 13

P.E.T.A.L believes in the African Proverb that teaches "It takes a village to raise a child" and we plan to extend our crusade to adults by allowing them to join forces with P.E.T.A.L by joining the P.E.T.A.L Movement. "We are creating a movement to grab hold of our young ladies by uniting with responsible adults that want to be a part of our crusade by volunteering their time and help us spread the word" says Alexis Russ, Board of Directors P.E.T.A.L. "If you've ever wanted to give back joining the P.E.T.A.L Movement will be your chance to do so."

Contact us at 888.632.9953 for more information about Positively Empowering Teengirls About Life [P.E.T.A.L.], the P.E.T.A.L. Movement and events.

* Source: US Dept. of Health and Human Services www.womenshealth.org

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Positively Empowering TeenGirls About Life [P.E.T.A.L.]
P.O. BOX 5028, PLAINFIELD, NEW JERSEY 07061 PHONE / FAX: 888.632.9953