



FOR IMMEDIATE RELEASE: JANUARY 14, 2014

iGUY EMPOWERMENT WORKSHOPS LAUNCH FOR PRETEENS: FIRST OF ITS KIND IN BC

iGuy program for boys aged 9-12 tackles gender stereotypes, healthy expression of emotions, relationships and pornography

Vancouver, BC, January 14, 2014 – Based on the highly successful iGirl Empowerment Workshop for girls founded by Saleema Noon fourteen years ago, iGuy workshops teach boys to make smart decisions in a supportive, laid back environment. Through games, art, interactive discussions and role plays, Noon's team address critical topics including those that terrify parents – pornography, cyber bullying and sexting.

"For so long, boys have been taught from an unwritten rulebook how they need to think and act. From a very young age, they learn that they should keep emotions bottled up (or let them explode), that they should solve problems using aggression, that vulnerability is weakness and that being a 'real man' means having power over others. These gender stereotypes are problematic for us as a society, and they certainly aren't working for our boys. iGuy helps boys step out of this 'Blue Box' to learn who they really are," says Noon.

iGuy fills a huge gap in support for boys, and provides them with the information and the skills they need to navigate the minefield of their teen years. It is a 2 hour or 5 hour program that is offered in schools and for private groups, either alone or in conjunction with iGirl.

About iGuy Empowerment Workshops:

iGuy is a straight-to-the-point, lighthearted empowerment workshop that prepares 9-12 year old boys to make smart decisions in even the toughest situations. We'll challenge society's definition of masculinity, unmask our secret identity, blow off some steam (in a healthy way), tackle online safety, and help build relationships we can feel proud of. In a style that makes sense to guys, Saleema Noon's team takes the role of older brother, giving your son the skills and information needed to ace his teenage years.

For additional information or interview opportunities, please contact:

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