



Wisconsin Academy Sciences Arts & Letters
Summer quarterly, 2007
Sidebar to article *Project Girl: A Catalyst for Social Change*

By Lyn Mikel Brown, Ed.D.
Author, *Packaging Girlhood: Rescuing Our Daughters From Marketers' Schemes*
Co-creator, Hardy Girls Healthy Women (www.hghw.org)

After writing about the way media and marketers have co-opted Girl Power to be the IMAGE of power--to shop, to make ourselves over, to be sexual objects--it was an honor and a relief to be a small part of Project Girl. Kelly and Jane are living muses, inspiring girls' creativity and imaginations, putting real power back in their hands and minds; the power to create a world that takes them seriously, that reflects their wonderful diversity and celebrates their true potential.

Girls who have real power don't settle for the same old same old; they don't squander it on the mundane; they aren't taken in by the appearance of things. After speaking to a room full of middle school girls and touring the Project Girl exhibit, I felt as if someone had lit a raging bonfire in the midst of dreary sameness. Okay, more like in the midst of pink, glitzy, sexy sameness. These girls, both the artists and the audience, are the girls that corporations spend billions on to foster body consciousness, self-hate, and competition with other girls. Instead they question, challenge lies, open up possibilities, and imagine the world as if it could be otherwise. Thanks to Project Girl, these girls aren't buying. They have better things to do.