

*Eryn*  
**PiNK**





## ABOUT ERYN PINK LTD

### *What is Eryn PiNK?*

The mission of Eryn PiNK Ltd. is to challenge the narrative of what it means to be a girl in today's society, by inspiring girls to set standards and expectations that align with their values and morals, to encourage confidence so that they can confront stereotypes and peer pressure, and to empower them to find and use their voices.

Our programs are a strong foundation, providing support, tools, resources and mentorship to empower girls, especially black girls, to speak up now and in the future to create a more equitable reality where they are comfortable advocating for themselves and their families.



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## ABOUT MS. ERYN



Eryn Hathaway is a **Wife, Mom, Role Model, Entrepreneur and Creative**. Eryn is married to her childhood crush, business partner and best friend of five years and now new mom. She graduated with a degree in PR, Speech Communications & minor in Dance from Otterbein University.

During college, Eryn interned for Walt Disney World and PMM Agency. She was promoted at her internship with PMM Agency to Executive Support/Account Specialist directly after graduating.

Eryn finds purpose in **serving girls** and has married her passion for marketing/arts and youth advocacy. Eryn has been an educator and **leading youth groups for 12 years**. She founded Eryn PiNK Ltd. during her senior year of college in 2012. She then took her passion full time in 2014.

As Founder and Chief Executive Officer of Eryn PiNK Ltd., Eryn leads an organization of young women who position themselves as role models to girls and teens in Central Ohio. The goal is to empower and inspire girls, position them to excel academically, lead healthy lifestyles and embrace what Eryn calls the “enjoyment of girlhood.” The basis for Eryn PiNK Ltd. is that everybody needs someone to push them and show them the way. Such work is critically important at a time when girls receive mixed messages -- many of which are negative from the media and their peers -- about what it means to be a girl. Through programs such as Lunch Box Girl Talk School Program, Eryn PiNK Hair Bow Factory and Give That Girl the Mic - all girl talent showcase, Eryn and her merry band of young women mentors emphasize the importance of discovering purpose, modesty, confidence, poise, and the true meaning of beauty for girls. Eryn was awarded the 2015 Otterbein Young Alumni Award for her contributions to the the community.



# WHO IS ERYN PINK?

## CHARACTER PROFILE

**Name:** Eryn PiNK

**Age:** 12 years old

**Grade:** 7<sup>th</sup> Grade

**Favorite Color:** Pink

**Hobbies:** Reading and Writing Stories

Eryn PiNK is a vibrant, but shy preteen that keeps to herself. She is self-disciplined and mature for her age, but not in a rush to grow up. She enjoys reading a great fairy tale book. And spends her free time writing inspirational stories. She lives in a single parent home with her mother. Her mom works long hours to make sure Eryn PiNK has everything she needs, but she is not in tune with Eryn PiNK's emotional needs, physical changes, nor concerned about understanding and relating to her. At times she feels lonely, misunderstood, tempted by peer pressure, annoyed and confused about her ever-changing world. When those emotions overwhelm her and she feels unimportant, Eryn PiNK recites the Eryn PINK Pledge to remind herself that she is a girl with purpose. There is power in her thoughts and the words that she says .

**P**

**I AM A GIRL WITH PURPOSE**

**I**

**I STAND FOR GOOD MORALS AND VALUES  
WITH INTEGRITY**

**N**

**I CHOOSE NOW TO GET UP, DRESS UP,  
SHOW UP AND NEVER GIVE UP**

**K**

**KNOWLEDGE IS POWER AND MY ACTIONS  
ARE POWERFUL**







## LUNCH BOX GIRL TALK SCHOOL PROGRAM™

**We meet girls right where they are. In the Classroom!** The Lunch Box Girl Talk School Program™ provides students the skills and tools necessary to live life on purpose and discover who they are. The program engages the students with interactive and innovative activities, discussions about real life experiences, skits/role playing and leadership exercises to achieve our goals.

In a world where gender expectations still play a significant role in defining young people's lives and their aspirations for the future, our program is crucial to the healthy development and growth of girls and teens. The Lunch Box Girl Talk School Program™ helps girls build their sense of self and develop confidence by giving them opportunities to express themselves, be heard, and be positively influenced by peers and Eryn PiNK Role Models. Investing time and resources into girls plants a seed for generations to come.



# LUNCH BOX GIRL TALK SCHOOL PROGRAM™

The Lunch Box Girl Talk School Program focuses on four fundamental topics: character/confidence, communication, decision making and preparing for the future.

Within these topics students will explore other important concepts and skills, such as the following:

- Responsibility
- Respect for self and others
- Teamwork
- Maintaining a positive attitude
- Time management
- Problem solving
- Techniques for addressing bullying
- Stress management
- Conflict resolution

## LESSONS

### PART 1: GETTING STARTED

LESSON 1 – WHO ARE YOU?

LESSON 2 – WORKING IN TEAMS

### PART 2: CONFIDENCE BUILDING

LESSON 3 – GIVING AND EARNING RESPECT

LESSON 4 – IDENTIFYING STRENGTHS AND WEAKNESSES

LESSON 5 – CLARIFYING VALUES

LESSON 6 – AVOIDING STEREOTYPES

LESSON 7 – DEVELOPING PERSONAL POWER

### PART 3: COMMUNICATION

LESSON 8 – UNDERSTANDING NON-VERBAL MESSAGES

LESSON 9 – LISTENING

LESSON 10 – SPEAKING

LESSON 11 – BEING ASSERTIVE

LESSON 12 – EXPRESSING OPINIONS CONSTRUCTIVELY

### PART 4: RESOLVING CONFLICTS

LESSON 13 – UNDERSTANDING CONFLICTS

LESSON 14 – IDENTIFYING EMOTIONS IN CONFLICTS

LESSON 15 – CONTROLLING EMOTIONS IN CONFLICTS

LESSON 16 – USING COMMUNICATIONS SKILLS EFFECTIVELY

LESSON 17 – CREATING A WIN WIN SITUATION

LESSON 18 – RESOLVING CONFLICTS

### PART 5: LOOKING TO THE FUTURE

LESSON 19 – ADAPTING TO CHANGE

LESSON 20 – HANDLING PEER PRESSURE

LESSON 21 – GETTING ALONG

LESSON 22 – PLAYING BY THE RULES

LESSON 23 – PRESENTING YOURSELF

# SIGNATURE PROGRAM

## SHE'S GOLD GIRLS PERSONAL DEVELOPMENT AND LEADERSHIP PROGRAM™

Through interactive activities, discussion, sharing and reflection program participants will be given tools and resources to navigate challenges that they face and create their own definitions of what it means to be a motivated girl in today's society. This 8 month program will expose girls to professional and positive role models, provide tools and resources to actively challenge stereotypes, develop leadership skills, and life maps, to plan their future as economically, politically and socially empowered young women. All girls who complete the program will be acknowledged on stage at Give That Girl the Mic - Columbus' All Girl Talent Showcase.





# GIVE THAT GIRL THE MIC™

## ALL GIRL TALENT SHOWCASE

Give That Girl the Mic is our annual signature, fun-filled, packed all girl talent showcase at the Historic Lincoln Theatre. The talent showcase welcomes girls from all over the community to grab the mic and take the stage. We welcome all types of talent, individuals, groups and schools. This evening of sisterhood and support creates the platform for girls to boldly take the stage and showcase their talents in front of family and friends. The environment is set to create a healthy culture for girls to celebrate and cheer on other girls.

SIGNATURE  
EVENT



# THANK YOU!

Eryn PiNK Ltd. has proven to be industry leaders for developing inspirational, creative and unique experiences for youth in Central Ohio. We are confident that we can meet the challenges ahead and stand ready to partner with you.

**ERYN HATHAWAY**

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