

Cover Girl Culture & Nicole Clark

Former Elite fashion model turned champion for girls' self-esteem, takes on the media in her **new documentary** "Cover Girl Culture". Shocking interviews with editors from TEEN VOGUE and ELLE magazine.

Eye opening commentary with top agents, designers, models, and many more. An important issue addressed is the sexualization of young girls in the media/advertising. Most importantly it focuses on SOLUTIONS.

Nicole is now available for school presentations.

July 21st 2011



Awards/Events

- Dec 2010 Appeared on CNN to address nation about sexualization of girls by the media.
- Dec 2010 Chosen for Mayor's Honor List for 2010
- Sept 2010 Awarded Seal of Approval from Parent's Television Council.
- April 2010 Award winner: Delray Beach Film Festival for service to Community.
- May 2009 Official Selection: Women's Intn'l Film Festival.

Challenging the Media!

Cover Girl Culture explores how the worlds of fashion, modeling, advertising and celebrity impact our teens and young women. Who sets today's standards for beauty and how are these standards affecting individuals and society? Who is responsible? Are there ways this can be changed? If so, who can/will change it?

From unrealistic body ideals and constant pressure to be beautiful to the sexualization of girls in the media Nicole relentlessly takes on these critical issues and offers realistic solutions to parents, women and the media.

www.covergirlculture.com for TRAILER

VERSIONS OF FILM AVAILABLE:

- Feature length – 82 Min DVD
- 60 Min Length – TV & Classrooms



How have things got so far out of hand?

Cover Girl Culture reveals how images in media affect our girls and young women and explores the ways a positive change can come about.
(image to left – Teen Vogue approved ad)



RELATED NEWS: **Abercrombie & Fitch padded bras for tweens** (Mar 2011) **Tween Fashion Too Racy?** ABC news. **Banned CK Billboard** due to images of rape/violence. (Oct 2010)

“An eye-opening event for students and educators.”

PUBLIC SPEAKING: Nicole is available for speaking engagements in schools, girls organizations and community groups. She can also present half-day workshops to teachers, counselors and youth leaders to help them continue the work established through her film and presentation.

Nicole’s background as an ‘Elite model’ gives her credibility with girls, making it easier for her message to reach them. Nicole has worked with teachers and professionals to develop her workshop, presentation and new companion DVD *Seeing Through the Media Matrix*.

Some key benefits:

- Helps girls learn how media has manipulated their perspective on body image and beauty.
- Reveals the motives behind advertisers and challenges audiences to take back their power.
- Examines why we’ve given our power away and allowed fashion editors, advertisers to dictate beauty to us.
- Encourages girls to become media activists and develop critical thinking skills.
- Powerful insights and solutions to the body image epidemic our girls face.
- Practical ways to love your body and boost your self-esteem while living amid the media pressure to conform.
- Easy tips to foster self-esteem in yourself, your daughter, and your students.
- Activities for students to continue in the classroom after the presentation.

GIRL SCOUT TROOP LEADER “Cover Girl Culture is an eye-opening documentary I believe is important for girls to see. I was amazed by the insights the 7th grade girls came away with regarding the mixed messages, hypocrisy and lack of responsibility the teen magazines and fashion industry churn out. They were so passionate about how important this message is that they chose this topic for their Journey Take Action Project.” **ELISSE JACKSON, Troop 2943**

Director: Nicole Clark chose to make *Cover Girl Culture* to help bring about positive change in the media. She gained valuable insights into the inner workings of the fashion & advertising worlds and has become an expert on the impact the media has on our girls, namely the sexualization of girls and the pressures on them to be thin and pretty.

www.covergirlculture.com

