

PRESS RELEASE

For immediate release

Mentoring pilot successfully concludes with 2 scholarships awarded.

Wilmington, DE (August 2024) — A pilot program created to introduce the principles of mentorship and develop mentoring among young adults culminated recently with the awarding of two Kyle Pablo Memorial Scholarships. The awards are provided through a scholarship fund managed by The Marketing of You, a book and a Delaware non-profit organization created to introduce the concepts of mentoring among teens and young adults while instilling principles of self-awareness, character, and relationships.

The scholarships were awarded to outstanding participants in a seminar series developed by Lou Gatti, author and creator of The Marketing of You. By following the principles introduced in The Marketing of You, the values of self-awareness, character, grit, and soft skills provide a foundation for achieving success through managing personal & professional relationships. The seminar is an open discussion intended to equip and empower young people with tools to navigate their personal and professional lives using the principles of personal character and mentoring from Gatti's book. The discussion centers around key topics of living in the moment, earning everything, failing well, fighting for others, and thinking for yourself.

The pilot program is part of The Marketing of You's relation with Girls, Inc. of Delaware. Gatti and Girls, Inc. interim executive director, Rollo Robertson refer to the new seminar series as Project Full Circle. The six-week collaborative pilot program was added to Project Accelerate, an existing college and career readiness program at Girls, Inc. Project Accelerate is designed to fast-track young women, particularly women of color, into leadership roles and positions of influence, addressing significant pay equity and gender disparities in the workforce. 'Full Circle' is a nod to the expectation that participants will continue a circle of mentoring others using the valuable content learned during the seminar series and further reinforce their growth and leadership skills within the community.

Girls, Inc. Program Director, Mamie Roger said, "Our Project Accelerate participants were thrilled to be included in The Marketing of You pilot."

Seven young women — Suhani Bhatt, Caelin Foley, Kennady Hughes, Amaris Prescott, Yasmine Rivera, Alexia Rossignoli, Honesty Seaton — enrolled in the project. Upon completion of the 6-week program, two scholarships were awarded. Kennady Hughes and Suhani Bhatt each received \$1,250 toward their college expenses. Hughes is a senior biology student at North Carolina A&T. Bhatt is a pre-med student in her second year at Penn State University.

Robertson and Rogers both said they look forward to future endeavors and continued collaboration. "The Marketing of You is a program that literally every young woman needs to be

a part of. The things taught during the sessions are things I wish I understood at a much younger age,” stated Rogers. “I am greatly looking forward to our continued partnership with Coach Lou, and I can’t wait to see how many more lives we will touch.”

The two organizations see tremendous alignment and opportunity together. “Marketing of You is like a program I’ve never seen before. Coach Lou’s dedication to sharing his wealth of knowledge was just incredible. What we have started with The Marketing of You will not stop here,” stated Robertson. “Coach Lou’s commitment to mentoring and developing young adults aligns perfectly with our mission, and we are grateful for the opportunity to collaborate in shaping a brighter future for the talented young women affiliated with Girls, Inc. Rogers echoed, “We are going to keep going forward to help more young ladies, and we look forward to making an even bigger impact on the lives of those we serve.”

About Girls, Inc.

Through strategic partnerships with leaders in both the corporate and social impact sectors, we aim to drive cultural change towards greater workplace equity. Our program offers mentorships and internships to ensure that young women gain the experiences and skills necessary for professional leadership roles.

About The Marketing of You

The Marketing of You is a guide to self-awareness, character, and relationship development for teens, a resource to help parents support their children, and a support program working with mentors to improve outcomes for all teenagers.

Author Lou Gatti has been mentoring youth and facilitating discussion groups for decades. With a passion to inspire American youth, Lou shares the power of personal character, the importance of developing soft skills, and his process for building confidence and esteem with the physical, emotional, Intellectual, and financial grit needed to empower teenagers to succeed and look forward toward helping future generations achieve their dreams.