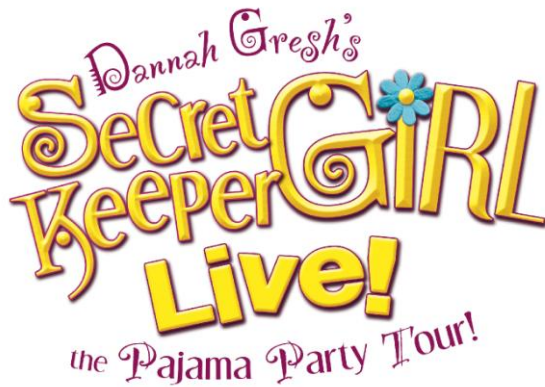


Press Release

FOR IMMEDIATE RELEASE

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Author Dannah Gresh's Secret Keeper Girl LIVE -The Pajama Party Tour Lands In Tulsa On Saturday, September 25, 2010

Nashville, Tenn. (July 7, 2010) – While our culture is seeking to rob little girls of their innocence, best-selling author Dannah Gresh has been fighting on the front lines to protect them. Developed from a series of books she has written, Gresh's fun mom/daughter connecting resources presented Secret Keeper Girl LIVE to thousands around the country attending over the last few years. Now their newest show, Secret Keeper Girl LIVE: the Pajama Party Tour has hit the road with an all-new stage show about modesty, fashion & true beauty!

TICKETS GO ON SALE JULY 15 AT 10:00AM

The 2010 Secret Keeper Girl tour will stop locally in Tulsa, OK on September 25 at The Mabee Center. The event starts at 7:00 pm with tickets available online at www.mabeecenter.com or by phone 918.495.6000 (GROUP RATES AVAILABLE).

Created as a relationship-building event for moms and their tween daughters (typically ages 8-12), the two and a half hour event features DRAMATIZED stories about meaningful friendships, FUN fashion shows that demonstrate modesty, INCREDIBLE balloon sculptures, BOUNCING beach ball competitions, MOTHER/DAUGHTER conversation time & COLORFUL confetti cannons. A handful of moms are featured with their own hilarious fashion show in the new "Totally Tubular TV Mom's Show," a look at the fashion of some of TV's favorite moms – and a great chance to talk about peer pressure! Five special girls from the area have been pre-selected as models for the tour's hallmark, a seasonal tween fashion show featuring Gresh's Truth or Bare Modesty Tests. Everything is designed to encourage discussions about modesty, peer pressure and true inner beauty. (Moms and daughters will even be treated to some photos of celebs without make-up to prove just how fake the beauty on magazine covers can be!)



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The event and its creator have been featured in USA Today; Focus on the Family and other high profile media. “It’s cooler than ever to be a tween, but is childhood lost?” questioned the Today Show and USA Today as they ran ‘stories on the pressures tween girls face in today’s culture. You can visit SecretKeeperGrll.com to see a brief video about the event and how it addresses these issues.

Although she doesn’t personally appear at most of the dates, Gresh explains the reason for the tour. “Today’s little girls (ages 8-12) face pressures their moms didn’t know until they were in high school. Friendships pressure them to have boyfriends. They face mean girls. The culture pressures them to desire things that plunge them into premature adulthood. Research has shown the importance for mom’s to connect with their tween daughters before the challenging teen years begin. The response to this event has been amazing, because moms are craving help in how to tell the culture “no,” and how to keep the little in their girl.”

Gresh goes on to explain “Our research revealed that one of the best ways to reduce the risk of early sexual activity, eating disorders and depression for a *teen* girl is a parent-child connection while they are *tweens*, which is why we created the Secret Keeper Girl in the first place. We wanted moms to have fun yet proven tools that will help them coach their 8-12 year-old girls into meaningful friendships, true beauty, biblical modesty and vibrant purity.”

Billed as a practical modesty, fashion & beauty truth event, the all-new theatrical stage show has a pajama party theme. (It’s rumored that the team even shows up in PJ’s for one segment, and the little girls in the fashion show just might have the cutest bathrobes on the planet!) Attendees are even invited to wear their fuzzy slippers! The theme enables the fantastic stage-team to create an up-close and personal ‘girl-talk’ feel, and to even address any concerns about a real pajama party where the girl talk could go the wrong way.

Dannah Gresh has sold over three quarters of a million copies of her books – best known for her titles *And the Bride Wore White* along with the recent *Lies Young Women Believe* (co-authored with Nancy Leigh DeMoss) – making her one of the most successful Christian authors targeting teens and tweens. Her most recent work, for moms of tweens who are concerned about the cultural pressure to grow up too fast, is *Six Ways To Keep The Little In Your Girl: Guiding Your Daughter From Her Tweens To Her Teens*.

She has long been at the forefront of the movement to encourage teens and tweens to be modest in their dress and to avoid premarital sex. Her Secret Keeper Girl products and live touring events continue to provide resources that help moms connect with their tween daughters.

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