



## **MADISON KEYS JOINS FEARLESSLYGIRL, BECOMING FACE OF EMPOWERMENT FOR YOUNG WOMEN AROUND THE WORLD**

**NEW YORK, NY (August 24, 2016)** – 21-year-old American tennis player Madison Keys has become the ambassador of FearlesslyGIRL ([www.fearlesslygirl.com](http://www.fearlesslygirl.com)), an internationally recognized leadership organization dedicated to empowering a generation of young women as well as their schools and communities. FearlesslyGIRL is 100% girl driven and is dedicated to creating a global network of young women leaders who are passionate, inspired, kind, ambitious and empowered world changers.

Founded by Kate Whitfield, a social entrepreneur, speaker and author, the organization hosts FearlesslyGIRL school summits for teenage girls in USA and Canada, giving them the opportunity to discuss topics, ask questions, be authentic, and inspire each other to be curious, brave and fearless. By giving young women this opportunity to talk and connect with each other, FearlesslyGIRL summits are inspiring a generation of young women to be kinder to themselves and each other, building a stronger Girl World in the process.

As the ambassador of FearlesslyGIRL, Keys will take the North American presence of the organization worldwide, funding and hosting six summits at schools around the world, with cities to be confirmed, during the 2017 season. She looks to expand the FearlesslyGIRL summit schedule, reaching into 2018 and beyond.

“I’ve been searching for the right organization to partner with and FearlesslyGIRL is a perfect fit for what I believe in and want to commit myself to - it’s a great movement dedicated to creating strong women. I’ve tried my best to be a good role model for my two younger sisters and FearlesslyGIRL will give me a very unique opportunity to inspire, help, encourage and be a big sister to a whole generation of girls,” said Keys. “Because my tennis schedule takes me around the world, I cherish the opportunity to help FearlesslyGIRL take this extraordinary movement of empowering young women globally.”

Whitfield started FearlesslyGIRL while still in high school in 2004, and has spoken to more than 150,000 teens across North America since then, sharing her big-sister-style advice through the in-school summits and events. She is the author of the teen girl handbook *FearlesslyGIRL: The Book*. Over the years, Kate has become a spokesperson and established herself as an expert on issues faced by young women.

“As the founder of FearlesslyGIRL, I couldn’t be more excited about partnering with Madison Keys as she helps me with taking the organization globally and helping girls around the world grow into strong and confident women. I couldn’t think of a more perfect ambassador than Madison, as someone who has had to grow up very quickly, and take huge responsibility for her career at such a young age. She is smart, savvy, kind, worldly and compassionate – she is a true FearlesslyGIRL,” said Whitfield.

Madison Keys is having a great season, reaching three WTA finals, winning her second title in June, and breaking into the Top 10 for the first time in her career. She was a member of Team USA at the Rio Olympics earlier this month.

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