

Growing Up Powerful: All Things Friendship

A Guide to Celebrating Old Friends, Making New Ones, and Navigating Sticky Social Situations

Good friends make you laugh until your stomach hurts, support you during tough times, and brighten even the gloomiest of days. But like all relationships, friendships can be complicated. The tricky stuff, like figuring out how to make new friends, navigating group dynamics, and getting through arguments, can be overwhelming. This guide to friendship has the Rebels in your life covered!



Through quizzes, tips from experts, and stories and advice from girls around the world, reader will learn:

- How to strike up a conversation with a potential new friend
- Tips for setting boundaries and communicating feelings
- The ins and outs of getting through a fight
- What to do when they feel left out
- Fun ways to celebrate friends
- and more!

**Interest
Ages:
8-12**

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WHY THIS BOOK

HIGHLY-REQUESTED: 70% of customers polled say that their children worry about friendship issues in their daily life

LIFE SKILLS: Children who build essential tools to maintaining friendships (including social skills and conflict resolution) are less likely to face social and emotional difficulties later in life

REAL-WORLD EXPERIENCES: Featuring stories and advice from real girls around the world, making it more relatable and relevant to a diverse, Gen Alpha audience

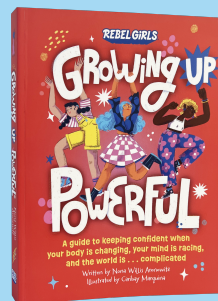


MARKETING

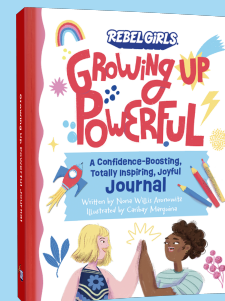
- Campaign across all Rebel Girls channels (social media, website, blog, consumer newsletter, trade newsletter, podcast ads): 700K+ reach!
- Digital advertising campaign
- Author press availability
- Outreach to mommy bloggers and parenting sites



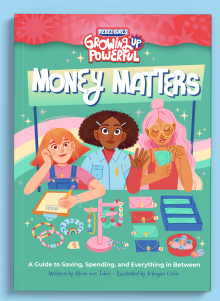
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