



The Art of Being a Girlfriend Whose Empowerment Serves Others.

#GIRLFRIENDISM RETREAT MEDIA PACKAGE

Saturday, July 31, 2021 – Sunday, August 1, 2021
St. Croix, U.S. Virgin Islands
www.girlfriendism.com



*Bringing
girlfriends together*



Welcome to the Girlfriendism Movement. We are happy to have you, Girlfriend!

AN INVITATION FROM #GIRLFRIENDISM

Girlfriendism™ Cordially Invites The Media To:
The First Annual Girlfriendism Retreat
July 30th – August 1st, 2021

Girlfriendism™ – a brand that was inspired by the women of St. Croix, U.S. Virgin Islands and created for women all over the world – invites the media to attend the first annual Girlfriendism™ Retreat that will be held this summer from July 30th – August 1st during National Girlfriend Day Weekend!

Inspired by the girlfriends of My Girlfriend's Closet St. Croix – a locally owned boutique in downtown Christiansted that will celebrate its ten-year anniversary alongside this annual retreat celebration – the Girlfriendism brand provides services for women in varying industries including fashion, fitness, business, wellness, travel, and philanthropy. The Girlfriendism Retreat is a collaborative event featuring a host of woman-owned, locally-owned, and Black-owned businesses in the industries of health, wellness, beauty, fashion, leadership, and philanthropy; and will host three main events throughout the weekend:

- (1) **Women's Health and Wellness Wake Up Workout** hosted by Itiba LLC with meals provided by A Better Day Cafe;
- (2) **Girls, We Run The World Fashion Show** hosted by Urbander and highlighting fashions from Black-Owned boutiques in downtown Christiansted; and
- (3) **Girlfriends in Business, Leadership, and Philanthropy** hosted by Cultured Naturals with brunch provided by Yaadie In St. Croix and Sweet Me Away Gourmet Desserts.

To ensure that the collaborating businesses receive coverage, the Girlfriendism Team is reserving 5 Media Passes for the VIP Open Reception & Art Show (a Sponsors' Meet & Greet) on Friday, July 30th, 2021. This private event will highlight sponsors and collaborators, and feature local women in the arts on St. Croix, and include a tour of the retreat property with the owner.

In addition to the press passes for this exclusive event, we are also extending an invitation for media with expertise and audiences in the following areas to cover events specific to Health and Wellness, Fashion and Retail as well as Business and Philanthropy.

We hope you will accept our invitation and join us for our inaugural Girlfriendism Retreat!



Khnuma Simmonds, BA, MAE.
PhD Candidate
Girlfriendism™, Founder &
Visionary
My Girlfriend's Closet St. Croix,
Owner
SoKh Caribbean Dance Fitness,
Founder
H.O.P.E. Incorporated, Executive
Director

Khnuma

#GIRLFRIENDISM RETREAT EXPERIENCE

A weekend to Celebrate Girlfriends
in Friendship, Community, Business & Philanthropy

Friday, July 30th

VIP Opening Reception & Art Show

Time: 6:00 pm – 8:00pm

Attendees: By Invitation Only

Join us at the official launch of the #Girlfriendism Retreat Experience with the VIP Opening Reception & Art Show. An intimate and exclusive event for our sponsors and key collaborators to come and enjoy delectable hors d'oeuvres by a well-known chef, live music, and featured art by local artists. It will be a celebration of Sponsors' support, our rich Caribbean culture, and the essence of Girlfriendism.

*By
Invitation
Only*
VIP OPENING RECEPTION



G-Wellness



G-Fitness



G-Fashion



G-Business



G-Travel



G-HOPE

Saturday, July 31st

Women's Health & Wellness Wake-Up Workout

Time: 8:00 am – 12:00 pm

Attendees: 40 (Open)

Start the morning with the whole girlfriend in mind! Focused on G-Fitness & G-Wellness, participants will move the body, invigorate the mind, and soothe the soul with different styles of fitness, educational sessions, and reflective exercises. It's the triple threat of self-care!

*Good
Morning
Sunshine!*

'Girls...We Run The World!' Social & Fashion Show

Time: 6:00 pm – 9:00 pm

Attendees: 50 (Open)

Now, you can't bring girlfriends together without some Fierce Fashion! Girlfriends will not only have an opportunity to socialize, but they will set their sights on exclusive fashion from local, national, and international designers featuring Black-owned boutiques in the U.S. Virgin Islands.

*Good
Evening
Darling!*

Sunday, August 1st

Girlfriends In Leadership, Business & Philanthropy

Time: 10:00 am – 12:00 pm

Attendees: 40 (By Invitation Only)

It's an intersectional conversation for women in entrepreneurship, leadership, and philanthropy! This session will serve as a safe and brave space for girlfriends of color to share authentically about their experiences around balancing it all - from starting a business to activating social change and maintaining our sanity amidst it all!

*Soul-Full
Sunday*

#GIRLFRIENDISM MEDIA PASS REQUESTS

Our terms for media who opt in to media passes are to:

- (1) Interview Retreat Sponsors and Collaborators at the VIP Opening Ceremony;
- (2) Publish a story either before and after the event and/or after the event and in October for our Domestic Violence Awareness Month projects.
- (3) Include at least one photo, one quote, and one cover story.
- (4) If food is provided, credit must be given to the sponsoring chef in the story.

The reason for this request is to: (1) Meet the objective of providing exposure for locally owned, woman-owned, Black-owned businesses; and (2) Raise awareness of the philanthropic causes of Girlfriendism H.O.P.E. for which the retreat will donate 10% of its income. For more information or to request a media pass, please complete the fields below and/or email us at girlfriendism@gmail.com.

G-Retreat Media Pass Request

Name: _____

Media Organization: _____

Please Confirm my RSVP for the VIP Opening Reception & Art Show (Sponsor Meet & Greet) on Friday, July 30th, 2021, AND one of the following events:

- ___ Women's Health and Wellness Wake Up Workout, Sat. July 31st from 8:00 am - 12:00 pm
- ___ Girls, We Run The World Fashion Show, Sat. July 31st from 6:00 pm - 9:00 pm
- ___ Girlfriends In Business, Leadership and Philanthropy, Sun. Aug. 1st from 10:00 am - 12:00pm

Please Note:

- Requests are not guaranteed and are due by Monday, July 19th, 2021.
- No more than one representative from a single media company will receive a media pass per event.
- By submitting this request, you agree that you have the authority and/or permission from your supervisor to submit this request.
- By submitting this request, you understand and agree to the terms of the press pass.
- Media Passes will be confirmed on or before, Monday, July 26th, 2021.

Event Link: www.girlfriendism.com/g-retreat

Archive to Blog On '5 Reasons To Register For the Girlfriendism Retreat' :

<https://www.linkedin.com/pulse/girlfriendism-retreat-all-things-you-khnuma-simmonds/?trackingId=WghNkwQsTn%2BzKvsORnvkJA%3D%3D>

Media Representative Signature:

Date:

Girlfriendism Representative Signature:

Date:

ABOUT MGC, GIRLFRIENDISM & THE FOUNDER



About My Girlfriend's Closet/Girlfriendism

My Girlfriend's Closet (MGC) St. Croix is a locally owned, art and fashion boutique providing retail services for women and featuring original art by local artist, El'Roy Simmonds since 2011. It's mission is to 'Empower Women through Fashion, Faith and Friendship' by offering fashions that are made by women, for women – locally and abroad. Since its inception, MGC has engaged in community initiatives affecting women including but not limited to the fashion show fundraiser for the Gov. Juan F. Luis Hospital and Medical Center Mammography Center in 2012, the Norma Krieger Island Art Tour in 2015, and the Yvonne A. Galiber Foundation Breast Cancer Exhibit in 2017. MGC was nominated for the 2019 Best Small Business of the Year by the St. Croix Chamber of Commerce and has been featured in the Daily News Women Today Magazine and The Buccaneer St. Croix Concierge Guide. In 2020, the business expanded to its umbrella brand – Girlfriendism – which provides services for women in the areas of fashion, fitness, wellness, business, philanthropy, and travel. To learn more, please visit their site at www.girlfriendism.com and follow their social media pages and handles: Facebook and Instagram: @mgcstx, #Girlfriendism, #GirlfriendismRetreat2021.



Khnuma Simmonds, BA, MaE.
PhD Candidate
GirlfriendismTM, Founder &
Visionary
My Girlfriend's Closet St. Croix,
Owner
SoKh Caribbean Dance Fitness,
Founder
H.O.P.E. Incorporated, Executive
Director

About the Founder

Khnuma is the owner of My Girlfriend's Closet St. Croix, Founder of SoKh Caribbean Dance Fitness, Founder of GirlfriendismTM, and Director of H.O.P.E.! Khnuma is a full-time entrepreneur since her former role as the Executive Director of the V.I. Domestic Violence & Sexual Assault Council (DVSAC). She holds a B.A. in Communications and Dance from Hofstra University and an M.A. in Education Guidance & Counseling from the University of the Virgin Islands – St. Croix Campus. She is currently a Ph.D. candidate at Capella University where she is completing her dissertation on domestic violence and dance in partial fulfillment of the Ph.D. in Advanced Studies in Human Behavior as well as a recent graduate of the Executive Program in Leadership Strategy for Violence & Abuse Prevention at the University of Pennsylvania – Ortner Center on Violence and Abuse.

BIRTHED LOCALLY, MANIFESTING GLOBALLY

Over the last ten (10) years, My Girlfriend's Closet (MGCSTX) has created an online community of followers who continue to be engaged through multiple platforms, including streamlined pages for each branch of Girlfriendism, such as SoKh(R) Caribbean Dance Fitness. As such, much of the content is follower generated and shared by girlfriends organically creating a rippled effect within their spheres of influence, decreasing the degrees of separation between the Girlfriendism brand, current, and potential girlfriends. It is a concept that was birthed locally on St. Croix, U.S. Virgin Islands, but is manifesting into a global community of uniquely diverse girlfriends.



@mgcstx
@sokhdancefitness
@AllThingsGirlfriendism
9800+ Followers
(combined)



@mgcstx
@sokh_caribbean_dance_fitness
2100+ Posts
1800+ Followers
(combined)



www.mgcstx.com
www.girlfriendism.com
Monthly Average
375+ Visitors



What people are saying...

*...girlfriendism is an awesome
and real experience.*

-ARLENE HODGE
A BETTER DAY, LLC.

"It is my honor to sponsor the Girlfriendism Retreat being put together by Khnuma. It is so important in this busy world of social media and fast-paced living that we take a moment to center ourselves and make a true human connection with each other.

This retreat helps to focus us on that human connection and to remind each of us that "If you want to go fast, go alone. If you want to go far, go together."

-YOKI HANLEY
ITIBA

Location Traffic data: (est. combined)

- 30% US Virgin Islands
- 26% Southeast Region US (FL, GA, NC, SA, LA, TX)
- 22% North east Region US (NY, NJ, CT, PA, MI, IL,)
- 8% West Coast (CA, WA)
- 4% Canada
- 4% South America (Brazil & Venezuela)
- 4% South Africa
- 2% United Kingdom

"As a woman who strives daily to make positive shifts and impact, it is important for me to participate /pour into spaces that create safety, foster self-development, harnesses the power, and celebrates the unison of progressive women."

-RAMONE REID
CULTURED NATURALS

#Girlfriendism is...

1. The Art of Being a Girlfriend.
2. Being a woman whose empowerment serves others.
3. A community of women who support women in business, friendship, and beyond!

*Inspired by the women of St. Croix, U.S. Virgin Islands...
Created for women all over the world!*

Our Sponsors

ELITE RETREAT LEVEL

Platinum

Bougainvillea Perfumeria @41 King
U.S.V.I. Department of Tourism

Gold

Fit4Life
Sea-Renity
The XauSky Group, LLC

SPECIALTY LEVEL

Purple
Passion

iTiba Beauty
Urbander
Cultured Naturals

Tantalizing
Teal

A Better Day, LLC
Yaadie in St. Croix
Sweet Me Away Gourmet

START-UP LEVEL

Caribbean
Sun

After the Storms Travel Agency
Island Moms Rock
JTC Bowtique
VI Health & Wellness Coaching
Younique by Meloday
Youthful Bodies
The Karima Gordon Foundation

*Girlfriendism is connecting women in, from and
beyond St. Croix and the U.S. Virgin Islands.
The best is yet to come!*

-KHNUMA SIMMONDS
FOUNDER & VISIONARY

Who is missing?



At #Girlfriendism, we would love to have you on this empowerment journey that was created by women, for women! Together, let's create an inaugural 2021 Girlfriendism Retreat weekend to celebrate girlfriends in friendship, community, business & philanthropy. Contact us today!



The Art of Being a Girlfriend Whose Empowerment Serves Others.



SAVE THE DATE

2022

Friday, July 29th, 2022 – Monday, August 1st, 2022.

Location: Somewhere in the World?

Join Our Movement and Subscribe At:
www.girlfriendism.com