



**COOLGIRLS**  
Inspiring girls to change their world

**For Immediate Release**

Contact: Laura Moody, Peach State Collective for Cool Girls  
404.621.5677, [Laura@Peachstatecollective.com](mailto:Laura@Peachstatecollective.com)

**AUGUST 12<sup>th</sup> NATIONAL BOWLING DAY, COOL GIRLS ANNOUNCE PINK PIN BOWL**

*Community Leaders And Cool Girls Team To Empower At-Risk Girls*

ATLANTA, August 11, 2017 – In honor of National Bowling Day on August 12<sup>th</sup>, Cool Girls announces their annual Pink Pin Bowl, a bowling tournament and fundraiser. The event will take place on October 15<sup>th</sup>, 1-4pm at Midtown Bowl. The annual event is one of Cool Girls' largest fundraisers and supports the organization in its mission to serve at-risk girls through mentorship, after school programs on health and life-skills, and academic support.

"The Pink Pin Bowl is a signature event for Cool Girls. This year, we're inviting corporate and community leaders to form teams within their companies, alumni associations, and community groups to raise funds for Cool Girls. Teams will be encouraged to create themes around their team names and will compete for the Team Spirit Award. The team that raises the most money will host the Pink Pin Trophy in their offices for the next year. Not only will teams raise funds to support the growth and strength of girls in Atlanta, but they'll be reminded of team values like sportsmanship and collaboration," says Tanya Egins, Executive Director, Cool Girls.

Since 1989, Cool Girls has been dedicated to the self-empowerment of at-risk girls in Atlanta. Each year, the organization reaches over 350 girls breaking the cycle of poverty, low self-esteem, and teen pregnancy through a variety of programs offered at partner Atlanta Public and Dekalb County Title 1 public schools.

**More About Cool Girls**

Non-profit, specializes in supporting at-risk girl in Atlanta public schools for life-long success.

Office: 1382 Peachtree St NE Suite 100 Atlanta, GA 30309, 404.420.4362

For more information, visit [www.thecoolgirls.org](http://www.thecoolgirls.org)

For interviews: Tanya Egins, Executive Director: [t.egins@thecoolgirls.org](mailto:t.egins@thecoolgirls.org)

**Event Details:**

Pink Pin Bowl

Sunday, October 15<sup>th</sup> 1-4pm

Midtown Bowl, 1936 Piedmont Circle NE Atlanta, GA 30324

Event Website: <http://thecoolgirls.org/cool-girls-pink-pin-bowl-2017>

###