



MEDIA RELEASE
FOR IMMEDIATE RELEASE
February 4, 2019

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WISH-TV and The CW Partner with Girls Inc. of Greater Indianapolis's Leadership Program

The partnership includes a \$15k CW8 Supergirl Scholarship, and on-air awareness campaign.

INDIANAPOLIS – Girls Inc. of Greater Indianapolis and WISH-TV are proud to announce a partnership launching on February 3, 2019 intended to increase leadership development for girls throughout Indianapolis. This partnership includes philanthropic support from the station and The CW network, as well as a television campaign, run in conjunction with *Supergirl*, to raise awareness of the Girls Inc. of Greater Indianapolis programs. "With WISH-TV and The CW's support, Girls Inc. is able to provide programming to the supergirls of Indianapolis so they have the tools to be the super leaders of tomorrow. We need a diverse pipeline of leadership talent in Indianapolis, and Girls Inc. programming provides girls with the tools to take a bold seat at the table," said President & CEO, Elyssa Campodonico-Barr. With a core mission to inspire all girls to be strong, smart and bold, the organization is grateful to have both the financial support and the public awareness generated by this partnership that will advance its work in the Indianapolis community.

The generous grant of \$15,000 from WISH-TV and The CW to Girls Inc. of Greater Indianapolis will be directed to provide scholarship support for the agency's leadership development and college and career preparedness programs. Those programs include *Young Women in Leadership*, which draws young women ages 15-18 from all over the Indianapolis metropolitan area to participate in a full year of leadership development curriculum and workshops, often in partnership with local corporations and organizations.

"WISH-TV is proud to support the great work Girls Inc. of Greater Indianapolis is doing. Through their programs, they're helping build stronger leaders and stronger communities for tomorrow," said Randy Ingram, WISH-TV vice-president and general manager. "We also want to recognize and thank our network partners, The CW, for their generous support of our CW 8 *Supergirl* Scholarship."

WISH-TV created a public service announcement featuring Girls Inc. of Greater Indianapolis girls and staff that promotes the work done by the agency and the leadership development programs in particular. The PSA will run in conjunction with the airing of *Supergirl* on WISH-TV (8 p.m. EST on Sunday evenings), beginning on Sunday, February 3, 2019, and continuing through the end of May.

Supergirl is a modern take on a classic superhero tale and tells the story of Kara Zor-El, who found out at 12 years old that she possesses superhuman abilities. Kara finds herself juggling her human relationships with her superhuman responsibilities.

Girls Inc. of Greater Indianapolis inspires all girls to be strong, smart, and bold. Girls Inc. provides hands-on programs that address various challenges that girls face today, while also enhancing their skills to lead successful lives. We want girls to be healthy, educated, and independent. Girls Inc. partners with schools and community organizations and utilizes volunteers to deliver programs for girls. For more information, please visit www.girlsincindy.org or call (317) 283-0086.

WISH-TV has continued to set the standard for television excellence in Central Indiana, since 1954. The station has been honored as "Television Station of the Year" by the Indiana Broadcasters Association, for its "Overall Excellence" by the Edward R. Murrow Awards, and as "Outstanding News Operation," "Outstanding Weather Operation," "Best Newscast" and "Best Website" by the Indiana Associated Press Broadcast Association. WISH-TV, an affiliate of The CW network, is a Nexstar Media Group station serving more than a million households.