



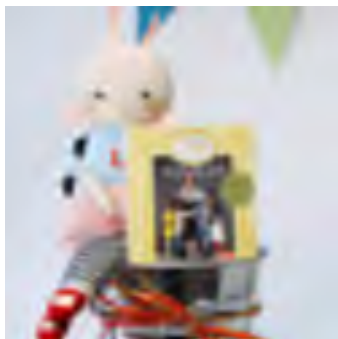
SheHeroes Holiday Gift Guide

Empowering Gifts for your SheHeroes

Thanks for downloading our first annual holiday gift guide! We are hoping to help inspire you this holiday season by not only providing ideas for empowering gifts for the SheHeroes in your life, but by also inspiring you to help empower women owned small businesses.



Our friend Melissa Wardy is bringing the awesome at Pigtail Pals each and every day with her extensive line of apparel, school gear, bags and plenty of that empowers girls (and boys) with the most simple philosophy, “A Pigtail Pal doesn't wish upon a star and wait for her prince to show up. A Pigtail Pal gets into her rocket ship and finds that star all on her own!”
www.pigtailpals.com



Abbie Schiller and Samantha Kurtzman are the women at the helm of the Mother Company. Where, according to their website, “you will find articles from savvy moms and world-renowned experts offering insight into the many challenges we all face as we try to raise healthy, safe, well-adjusted children. Be sure to also check out our Ruby’s Studio line of stylish, helpful products based in social and emotional learning for young kids.”
<http://www.themotherco.com/>



Handsome in Pink is another empowering clothing line that started in 2007 by Jo Hadley and Helena Simon. The mission of Handsome in Pink as stated on their is simple. "We believe that colors (such as pink and purple) and active imagery (such as firetrucks, tool belts, and electric guitars) belong to everyone and should be mingling, not dividing up along gender lines. The way we see it, there should be more sharing of clothes amongst girls and boys."
<http://www.handsomeinpink.com/>



ThinkGeek is the go to shop in geek culture and on top of the huge assortment of awesome stuff; they offer some of the coolest shirts and items for your Geekette in training. According to their site: "ThinkGeek started as a way to serve a market that was passionate about technology, from programmers, engineers, students, lovers of open source, to the masses that helped create the behind-the-scenes Internet culture."
<http://www.thinkgeek.com/>





Girls Can't What? was started by Gretchen Cawthon when she posed the question so many of us ask, Girls Can't WHAT? According to the site, "Girl's Can't What exists to challenge ladies from all walks of life to break through gender stereotypes and achieve their dreams. Visitors are encouraged to post personal stories to the site, subscribe to a bi-weekly newsletter and share an inspirational gift item from the shop. Girls Can't WHAT also invests 20% of its monthly profits through the micro-lending program Kiva to help other women entrepreneurs around the globe launch their dreams into reality."

<http://www.girlscantwhat.com/>



Princess Free Zone is the creation of Michelle Yulo. According to the site Princess Free Zone is "A place where being a girl doesn't mean donning a tiara! But more than that, PFZ embraces difference by removing the stereotypes typical in children's merchandise conveying that each little girl is an individual with her own personal style."

<http://www.princessfreezone.com/>





Started in 1992 by the amazing Nancy Gruever New Moon Girls is the only magazine made for girls by girls. According to the site, "You won't find diet advice or popularity contests here! New Moon Girls magazine is 100% advertising-free and dedicated to helping girls discover and honor their true selves. Created by girls, for girls, every issue is pure inspiration!"
<http://www.newmoon.com/>

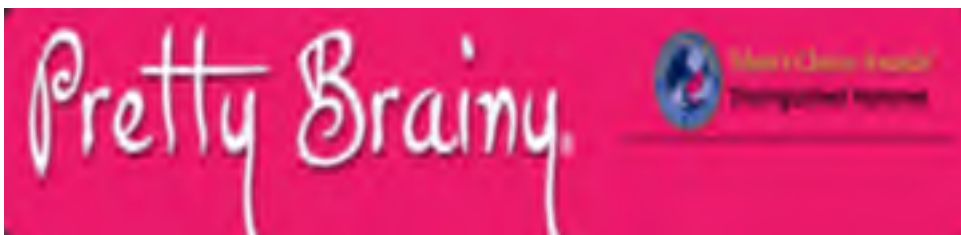


Etsy has been one of the most well known one-stop shops for people looking to boost small economies and small businesses as well as individual vendors. While there are hundreds of great shops to choose from we had to choose one magical item from gracefulworks.
<http://www.etsy.com/listing/83830115/empowerment-mirror>

girls inc.®



The only site in our guide that has been empowering girls since 1864, Girls Incorporated is a nonprofit organization that inspires all girls to be strong, smart, and bold. Shopping their store is helping to support girls across the nation.
<http://www.girlsinc.org/>



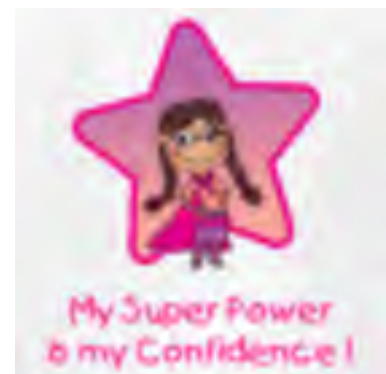
Visionary Heidi Olinger started Pretty Brainy in 2008. Pretty Brainy designs "Smart Gifts for Smart Girls™ at Every Age and our purpose, with fashion as the medium, is to keep teen and preteen girls and women moving toward their greatest goals."
<http://www.prettybrainy.com/>



iTWixie was founded by Rebecca Gaynier. It's a fabulous website that empowers tweens and offers them a ton of fun on a safe website. According to their website: "If you're all about anything from saving the planet to making movies, iTWixie challenges you to share it in your iTWixie world. Because girls all over the world feel just like you. Your ideas add strength to theirs. iTWixie brings girls together to try new things; to explore tough topics; and to create a powerful bond between girls from all over the globe."
<http://www.itwixie.com/>



7Wonderlicious is the brainchild of Inês Almeida and not only offers a fabulous line of apparel and other items it offers the most spectacular Girl Power Tool Kit! From their website: "7Wonderlicious girls represent all women; mums and daughters that want to be free from false limiting beliefs that are oppressing their true nature and getting in the way of allowing them to fulfill all their dreams. Our girls will inspire, will guide and educate billions of little girls around the world."
<http://www.7wonderlicious.com/>





From their website: Dream Big Toy Company™ created Go! Go! Sports Girls™ as a fun and educational way to promote self-appreciation and the benefits of daily exercise, healthy eating and sleeping habits, self-esteem and overall healthy life-skills for girls ages 3-12.
<http://www.gogosportsgirls.com>

