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**AllyKatzz.com Partners With Yoursphere.com To Empower Outstanding  
Tween and Teen Girls Through An Expanded Digital Platform**

*Collaboration between media company and acclaimed kids-only social networking site creates expanded digital platform that allows girls to share opinions, ideas, hopes and dreams for making a difference in the world*

**New York, NY – January 25, 2012** - AllyKatzz, the premier media company for tween and teen girls that combines social networking with news powered by a dedicated team of young female reporters, today announced its partnership with Yoursphere, the kids-only social media destination known for its rich functionality, unique experience and high standards for promoting safe online activity. Through this collaboration, AllyKatzz.com expands its digital platform through a custom sphere on the Yoursphere.com network. Both companies share a values-based mission of offering a dynamic, kid-friendly social networking resource to their youth audiences, with a focus on age-appropriate content, online safety, and engaging interactive features.

AllyKatzz and Yoursphere were founded by visionary women determined to create opportunities for young people that encourage self-expression and a confident approach to the wider world. AllyKatzz gives tween-teen girls online and offline platforms to speak out, be heard and drive initiatives that have potential to change the world.

Through its partnership with Yoursphere, AllyKatzz has launched an online "community sphere" created by and for all their members and "Tween-Teen Reporters" (girls ages 11-17), who report on everything from current events, fashion and music finds to opinion pieces. Yoursphere provides the community sphere environment, packed with contests, rewards, a virtual world, scholarship and philanthropy programs, hundreds of games, and much more to support creativity and innovation. Yoursphere is known for having created a fun and rewarding environment that respects young people's privacy with its diligent adherence to the federal Children's Online Privacy Protection Act (COPPA).

"Yoursphere.com is the perfect new home for AllyKatzz.com," said Denise Restauri, AllyKatzz Founder and CEO. "Yoursphere's powerful track record of empowering youth through social media, giving young people all the excitement the online world has to offer, combining cool with safe, maps exactly with the AllyKatzz quest. The site offers an unmatched and engaging platform that girls have told us they want."

AllyKatzz member Gina Lewis said: "Since I've grown up with the ability to safely make lasting connections with girls I now call my best friends, I so appreciate that my first online interactions were on AllyKatzz.com, a website that eliminated any concern for my online security and made it easy to be myself."

Restauri added that Yoursphere's unique capabilities will enhance AllyKatzz programs, including its global mission to connect youth and adult female changemakers through its soon-to-launch non-profit, *TheAllyNetwork Foundation*. This past August, AllyKatzz powered the United Nations 2011 International Year of Youth Culmination Celebration with UN Youth Champion Monique Coleman. Highlights included AllyKatzz girls who are making a powerful difference in society by founding non-profits that include creating educational opportunities for orphans, providing shoes in developing countries, working to stop slavery and more.

Yoursphere Media, Inc. President and CEO Mary Kay Hoal said: "AllyKatzz is an incredibly impressive organization and community of young women with a grand mission of changing the world. I am inspired by the powerful impact these girls have already made. Whether it's Lulu Cerone, founder of LemonAID Warriors, Emily-Anne Rigal, founder of WeStopHate and recent Nickelodeon TeenNick Halo Award recipient, or Katie Stagliano, Founder of Katie's Krops, the AllyKatzz girls are an influential and welcome addition to the Yoursphere.com family. We're proud to be leveraging our social media platform with AllyKatzz because, together, we can help even more girls achieve their dreams."

## **ABOUT ALLYKATZZ**

AllyKatz is a media company that provides online and offline platforms for girls and young women to speak out, be heard and change the world. AllyKatz.com is the premier online platform for girls and young women to share information about what is going on in their worlds through social networking and news. The safe site, open to all teen and tween girls, also features a dedicated team of young female reporters who blog about today's news. Girls go to AllyKatz to tackle real issues, connect with others, be creative, problem-solve, and share their opinions, ideas, concerns, hopes and dreams. AllyKatz girls are leaders and influencers. AllyKatz hosts an annual Summit event where girls and young women from around the globe who are changing the world join together to interact with the press, politicians and organizations. On August 11, 2011, AllyKatz powered the third annual Summit: International Year of Youth Culmination Celebration in collaboration with the United Nations and Monique Coleman, UN Youth Champion. *TheAllyNetwork Foundation*, where girls and women will Unite To Ignite, is in the process of filing for 501c3 status. Learn more at [AllyKatz.com](http://AllyKatz.com).

## **ABOUT YOURSPHERE MEDIA, INC.**

Yoursphere Media, Inc., focuses on the family and publishes [Yoursphere.com](http://Yoursphere.com) and [YoursphereForParents.com](http://YoursphereForParents.com). Yoursphere is the kids' social network and social media solution provider for youth brands, non-profits and corporations that care about young people, their privacy and online safety. Yoursphere offers its members the best of the Internet while providing a vibrant and interactive experience that supports their talents and aspirations. Kids share interests through Yoursphere's innovative "spheres," interact with other kids, benefit from a scholarship program, can create their own blog, play hundreds of games and explore a virtual world. Member safety and privacy come first through the application of commonsense safeguards and compliance with the federal Children's Online Privacy Protection Act (COPPA). Yoursphere teaches kids to be "Internet safety smart" and rewards responsible online citizenship. Free and exclusively for children and teens through age 17, Yoursphere is approved by the Privacy Vaults Online Safe Harbor of the Federal Trade Commission. Founder and President Mary Kay Hoal is a nationally recognized Internet safety expert who also provides safety-focused practical technology tools and tips for parents at [YoursphereForParents.com](http://YoursphereForParents.com). For more information, visit [Yoursphere.com](http://Yoursphere.com).

**NOTE TO EDITORS & PRODUCERS:** Both AllyKatz's Denise Restauri and Yoursphere's Mary Kay Hoal are available for interviews. For more information, images or to coordinate a conversation, please contact Jackie Flaten at Media Owls, [Jackie@MediaOwls.com](mailto:Jackie@MediaOwls.com) 650-468-6252.

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