

For Immediate Release

CEO of Dream Big Toy Co. and Go! Go! Sports Girls Founder Jodi Norgaard Invited to White House

Girl empowerment in the toy aisle may seem like a new trend but Jodi Norgaard has been pushing the toy industry to consider girls more thoughtfully and realistically since 2009, when she created a plush doll built in specification to a real girl's body dressed to play different sports. [Go! Go! Sports Girls](#) encourage girls to be healthy physically, mentally and emotionally. Now, with 13 different dolls, a free app, and a line of six books that bring the dolls' stories to life, Go! Go! Sports Girls is not only being noticed by media and big retailers but also by policymakers as a leader bringing change to gender disparity in toys.

Norgaard and Kara Douglass Thom, author of the Go! Go! Sports Girl Book Series, were at The White House on April 6, attending: *Helping our Children Explore, Learn, and Dream without Limits: Breaking Down Gender Stereotypes in Media and Toys*. The conference is hosted by The White House Council on Women and Girls, the U.S. Department of Education, and The Media, Diversity & Social Change Initiative at the University of Southern California.

The purpose of the conference is to bring together representatives from toy, media, and retail companies; leaders of youth-serving organizations; and researchers, scholars and educators, to better understand how the influence of media and toys on a child's interests, ambitions and skills, ultimately affects professional choices that impact the economy.

The invitation asks: "How do we ensure that children's media and toys expose them to diverse role models and teach them a variety of skills so they can fulfill their potential and pursue their passions – and we as a nation can meet the needs of our workforce in the coming years?"

With her company motto: "Dream Big and Go For It!" Jodi Norgaard has long encouraged girls to be themselves, resist gender stereotypes and embrace healthy, active living.

"I'm thrilled to be included and recognized as a small company making a difference in girls' lives," Norgaard says. "I got into the toy business because I didn't see toy companies portraying girls as they are: young, strong, smart and bold. I created Go! Go! Sports Girls to emphasize what a girl's body can do versus what her body looks like.

"Girls have interests beyond beauty and fashion," Norgaard adds. "For the last seven years I have been on a mission to empower girls and provide a more wholesome choice that better represents girls on the toy aisle."

Dream Big Toy Company and Go! Go! Sports Girls promote self-appreciation and healthy life-skills in a fun and educational way. The dolls, books and app support social-emotional growth and creative play through sport and encourage girls to dream big. The Go! Go! Sports Girl Read & Plays have been awarded the Oppenheim Toy Portfolio Platinum Award, Dr. Toys 10 Best Toys Award 2014 and Creative Child Magazines 2014 Product of the Year Award. Sold at

retailers nationwide and online. For additional information, email jnorgaard@dreambigtoycompany.com or learn more at www.gogosportsgirls.com.

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