

Hi everyone, and welcome. My name is Kristie Holmes, and I'm a board member for the US National Committee for United Nations Women. I'm excited that I get to focus on something I really care about today--helping other women find their voice, especially younger women. Today, I'll be introducing Rowan.

We created Team HeForShe by chance, or by an avalanche of great introductions.- I didn't meet Rowan until another #teamheforshe member Barbi introduced us by way of another team member, Max.

But the first thing I read about her impressed me immediately. A magazine had photoshopped her teeth, and she called them out on it! I knew then that this was a young woman I wanted to work with. I know so few people who have that kind of courage. It may seem a small thing. But to call attention to a so-called flaw in one's self publicly sent an impactful message out to millions of girls that worry about how they look.

What was seen as unlikely partnerships of people ---who all have influence in different areas-- we decided we just wanted to do something meaningful together. We didn't have a lot of rules. Just reaching out with this amazing young woman, Rowan --met US with reaching more than 8 million in just the first 4 days. We've also had great support from Facebook, Instagram and Talkwalker.

The 78 cent campaign with global he for she and Clinton's #NoCeilings had #TeamHeforShe trending on Twitter , and that was inspiring--it also had all ages and both genders participating--another key to change. Here's a few of our most impactful tweets--(sharing slides). We need to make sure we are where youth are- ages 12-24 are shown here- and that is Instagram. Most in the room haven't even heard of Snapchat.

Speaking up in areas that you have influence, partnering with others, and not staying silent when you know something is wrong is key to helping change the conversations on what seem to be unmovable topics.

You don't want to be the last university who truly looks at your sexual assault problem on campus, or the one who adds more useless programming with little deterrent for those who do the assaulting.

They know the rules they are dealing with and the lack of enforcement that follows. I don't want Rowan to show up at college in a few years to her dream school & find out that young women are still dragging around mattresses.

The key is talking about the issues we face before terrible things happen, not just in reaction to them. We know we have a problem with gun violence and that women are rarely the ones

pulling the trigger, but we don't really talk about that part either, or why the frequency is increasing with no end in sight. One of the most sobering moments I had as a parent was two years ago when my six year old son , when asked what he did at school that day Replied in an entirely normal voice "oh we had active shooter drills today."

Look. The truth is, today is an exciting day. But most days when you're trying to make a difference it's not all that exciting. Sometimes it's just writing letters, maybe working on a school bullying policy to present to your principal --or even writing a grant so that you can create programs that will change peoples' lives--what most of us consider "boring" work.

But that's how it gets done.

The other thing that most of us adults aren't even doing anymore is voting. You may not be old enough to vote but you're certainly old enough to get involved in the issues. You can talk to your parents about who they are voting for, and why. You can read about the issues. And don't get all of your information from one source. Consider the other side.

There are so many things, too many things to get worried and sad about so pick those that resonate most with you. Do you want to change gun violence? Child marriage? Do you want to feel safe on your school campus? How do you think that's going to happen?

We can all take personal responsibility for what happens next.

Without further ado, I'm honored to introduce Rowan Blanchard, who has been behind the success of #TeamHeForShe