

Our Girls Self Worth is In Jeopardy & So Is Ours

How Can Girls & Women Today Have More Equality & Esteem

Yet 1 in 3 will be in an abusive relationship by the time she is 20 ...

1 in 2 will think of dieting before she leaves the 5th grade...

and while all women work harder, we aren't actually any happier?

**Women have self-confidence but lack self-worth, self-compassion & self-respect...
and this February, in honor of the international day of Self-Love, women around the world are
gathering to do something about it.**

Since the start of the women's liberation movement, it's hard to argue that women and girls have more opportunity than ever before. They can choose their career, relationships and life paths with far more freedom than previous generations. Add to that all the talk and programs about self-esteem, why aren't these statistics changing in the right direction?

Christine Arylo, inspirational catalyst and self-love expert, says it's because self-esteem only takes you so far. "A woman or girl with self-esteem may appear confident and successful, however, if she doesn't have a deep and unwavering sense of self-love, how she feels on the inside about herself is a totally different story. That's why you see seemingly successful women in bad relationships, struggling with eating disorders, or driving themselves to achieve at the cost of everything else.

Today's woman knows she can do anything, but she now feels pressured to do everything, perfectly and right now. While we may be able to claim equality to men, we've created an entirely new jail cell for ourselves in which we can never do, be, have or give enough, although most of us will exhaust ourselves trying to get there."

Arylo says we are having a self-love crisis, one in which women and girls are silently beating themselves up for everything they aren't, and one in which women are still looking for love and acceptance on the outside vs. the inside. "Until we deepen the conversation and start talking about and teaching self-love, this isn't going to change," says Arylo. "We will just keep passing these same self-destructive, self-hating, self-neglecting patterns onto our daughters if we don't break them ourselves."

Arylo's response? The Madly in Love with ME movement, a full-fledged international effort she launched in 2009 to inspire and teach women and girls how to fall in love with themselves. The goal? To reclaim the definition of self-love (which is currently defined as 'narcissism' on dictionary.com), to teach women and girls how to be their own best friends and to create a world in which girl is born with and keeps her love of self forever.

About Madly in Love with ME



Every February 13th in honor of the international day of self-love, Arylo dares women and girls to make a “Self-Love Promise” – one they will keep all year long to themselves – focused on one of the “12 branches of self-love” – such a self-pleasure, self-care, self-expression and self-compassion. In the past three years the movement has grown to include:

- **Over 300 public and private events** being held in cities and countries around the world in 2012, including San Francisco, Los Angeles, Chicago, New York City, Singapore, the UK, British Columbia, Australia, Indonesia, India, and more. Any woman can apply to be a Self Love Ambassador and host her own party by going to www.SelfLoveAmbassador.com
- A **“Self-Love Test”** that Arylo administers at her events to help women and girls see where they are showing up as their own best friends and where their relationships can use some work. Arylo will be hosting an event in [Los Angeles on Feb 4th](#), San Francisco on Feb 10th, and NYC on Feb 12th.
- A **Self-Love “Kit”** – A free downloadable kit available at www.ChooseSelfLove.com that includes a 20-page hand illustrated e-book, 5 Self-Love Dares, 3 guided audios on How to Stop Being So Hard On Yourself, Engage in Radical Self Care, and Choose Me Before We, and the official 2012 self-love song.



About Christine Arylo

At the age of 30, Christine Arylo received a major wake-up call when her fiancé ended their relationship on the car ride to their engagement party, leaving her face to face with the realization that her abundance of self-esteem but a lack of self-love had almost careened her into a marriage and life she never really wanted.

Today, Arylo, a Kellogg m.b.a. and former marketing executive for companies like Gap, Visa and Frito-Lay, writes, speaks and teaches girls and women around the world about self-love. She is the author of *Choosing ME before WE, Every Woman’s Guide to Life and Love*; the host and voice of Self-Love Studio; and a sought out expert and speaker on the topics of love, relationships and being a woman in today’s world. She continues to be a recurring guest on TV shows on ABC, FOX, and CBS as well as radio stations around the world. She is also the founder of Inner Mean Girl Reform School, where women go to transform inner critics into inner superheroes. Her second book, *Madly in Love with ME, the daring adventure to becoming your own best friend* will be released this September.

For more information on Christine visit www.ChristineArylo.com

For more information on Madly in Love with ME visit www.ChooseSelfLove.com

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