



OVERVIEW

Supergirl, the girl of today who embodies and celebrates the power of independence and self expression. Whether an intellectual or an athlete, a sports actionista or trend-setting fashionista - or any combination imaginable - girls of today are truly the embodiment of the super heroic traits of *Supergirl* and the iconic power of the S-shield. *Supergirl* celebrates and honors the girls and young women who thrive and succeed in all areas of life, with no limitations.

TARGET AUDIENCE

- Juniors: 13-19
- Tweens and Girls: 8-12

MARKET INFORMATION

- WBCP has re-imagined the *Supergirl* S-shield as a symbol for today's empowered girl and is delivering it in exclusive ways.
- Supergirl.com is the home for all things *Supergirl*, and is updated weekly with new and exciting *Supergirl* news, event updates, and more!
- *Supergirl* has created a strong online community and maintains a vibrant presence in social media with daily updated content on Twitter and Facebook and upcoming features on the mommy blog circuit covering the new *Supergirl by Nastia* line available exclusively at JCPenney.
- WBCP has partnered with three inspiring athletes to support the *Supergirl* message as Brand Ambassadors and share their stories online.
 - Ambassadors: Nastia Liukin, Olympic Gold Medalist and World Champion Gymnast; Courtney Conlogue, pro surfer and WCT 2011 Rookie; Jolene Van Vugt, pro Motocross rider and Nitro Circus star.
- *Supergirl* will be the title sponsor of the *Nastia Liukin Supergirl Cup*, a competition for 36 of the country's rising female gymnasts, hosted by 2008 Olympic all-around champion Nastia Liukin and USA Gymnastics.
- *Supergirl* returns as title sponsor of the 5th Annual *Supergirl Jam*.
 - In 2011, the *Supergirl Jam* will be held over four separate dates and locations to better showcase the best female pros in surfing, snowboarding, skateboarding and inline skating.

