

*****NEWS RELEASE*****

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***AHG* helps girls battling self-image issues see their value in Christ, not cultural standards**

‘We must model a healthy self-image for our girls through positivity and gratefulness for our own bodies so that we may pass on a healthy legacy,’ says AHG’s Rachael Culpepper

CINCINNATI, Ohio — Despite a parent or guardian’s best efforts, many young girls struggle with their body image amidst the endless onslaught of social media, advertisements and images of seemingly “perfect” appearances. [Studies show](#) that girls are far more likely to feel the pressure to fit societal standards of beauty than boys, negatively impacting their [mental and emotional well-being](#). In the face of such burdens, how can parents of girls help nurture their girls’ self-worth based on biblical truth?

American Heritage Girls (*AHG*, www.americanheritagegirls.org), the nation’s premier Christ-centered scout-type organization for girls ages five to 18, works with girls and their families to embrace God’s design for their bodies and create a body-positive environment that counteracts the conflicting messages of the day. The *AHG* Ministry has an entire badge frontier designed to instill a healthy view of the body in a girl’s journey. *Raising Godly Girls* also has the “[Raising Godly Girls Guide to Gender & Identity](#),” which offers parents a great jumping-off point to take these conversations into the home.

“In a time when cultural messages and marketing language are thrown around 24/7, girls are bombarded by ways to think about their bodies, but none of it aligns with Scripture,” said AHG Executive Director Rachael Culpepper. “They are told what they should look like and how to behave in an ever-changing society. Instead of looking to social media or even within their friend group to find their beauty, AHG teaches girls that their worth comes from their Heavenly Father. The Bible gives a more sustainable framework for girls to confidently navigate, trusting that God is working in their hearts, no matter what the outward appearance looks like.”

On an upcoming episode of *AHG’s Raising Godly Girls (RGG) podcast*, host Melissa Bearden speaks with best-selling author and Bible teacher Lisa Whittle for a powerful conversation about body image, identity, and what Whittle calls a whole-body theology. Together, they explore how Scripture reveals the body not as a problem to be fixed, but as a gift to steward — created with intention, dignity and purpose by a loving God. The Bible gives a more sustainable framework for girls to confidently navigate, trusting that God is working in their hearts, no matter what the outward appearance looks like.

“While we aren’t called to be prideful or hang our identity hat on physical appearance, we do reflect the image of our Creator. Our culture only knows how to address the surface of the negative body image epidemic in our girls. Christ-followers understand this goes beyond looks — this is a heart issue. We must

model a healthy self-image for our girls through positivity and gratefulness for our own bodies so that we may pass on a healthy legacy,” concluded Culpepper.

Tune in to this week’s [Raising Godly Girls \(RGG\) podcast](#) and “Raising Godly Girls” one-minute [radio feature](#) to equip, affirm and strengthen parents and loved ones to foster a home where girls grow up knowing they are masterpieces, made on purpose for God’s glory.

About American Heritage Girls: Marking the organization’s 30th anniversary this year, [American Heritage Girls](#) was founded in 1995 by a group of parents who wanted a faith-based, scout-type character development program for their daughters. At **AHG**, girls ages five to 18 meet together as a unified group and then break out into Levels. This gives **AHG** girls the important social experience of interacting with friends and Godly mentors. Girl Members also learn leadership skills within a group setting. **AHG** Troops are located in [local communities](#) across the nation. If one does not exist in a given area, families are encouraged to start an **AHG** Troop. An **American Heritage Girls** Troop Development Coach is available to provide resources and support. To hear more about the purpose, mission and vision of **AHG** from **Founder and Executive Director Emeritus Patti Garibay**, [click here](#).

Today, there are 70,000 members and 1,300 [Troops](#) in all 50 states, with girls being served in six countries around the globe. Girls can join a Troop at any time; if a Troop is not available nearby, they can become a [Trailblazer](#) and enjoy the **AHG** program alongside their parents. [Charter Organizations](#) include a variety of Christian denominations, Christian schools and Catholic outreach. Thousands of volunteer members across the country are helping girls grow in their faith, cultivate a heart for service, enjoy the great outdoors and have more fun than they can imagine.

AHG offers various resources under [“Raising Godly Girls,”](#) including a [weekly podcast](#) featuring fresh episodes every Tuesday, Thursday and Saturday, [“Raising Godly Girls Minute” with Patti Garibay](#) one-minute radio feature airing on 1000+ Christian radio stations nationwide, a blog, and e-books for parents. All **“Raising Godly Girls”** platforms and materials offer guidance and biblically-based advice on various topics affecting girls today, such as bullying, identity, anxiety and body image issues. **“Raising Godly Girls”** provides parents, educators and faith community leaders with tools, resources and Scripture-based advice to help raise girls after God’s own heart.

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To schedule interviews with **Patti Garibay, executive director emeritus of American Heritage Girls,** or **Rachael Culpepper, executive director of American Heritage Girls,** contact Hamilton Strategies, Media@HamiltonStrategies.com, Beth Bogucki, 610.584.1096 ext. 105, or Jeff Tolson, ext. 108.

To inquire about airing the [“Raising Godly Girls Minute” with Patti Garibay](#), contact [Michael Hamilton](#), 610.584.1096, ext. 101.