

Strong Girls United Foundation Brings Inspiring Mission to the Today Show, Champions Women and Girls in Sports

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YORK, MAINE ? SG United Foundation (Strong Girls United) is thrilled to announce its recent appearance on the Today Show, where its powerful mission to empower girls to be strong, confident, and resilient took the spotlight. As a national platform for Strong Girls United message, the Today Show appearance highlights the importance of supporting girls through integrating mental skills and mentorship into sports. This exciting moment offers an opportunity for parents, educators, and communities to rally around uplifting young women through encouraging strong bodies, kind hearts, and unstoppable minds.

Founded by Lani Silversides?an educator, coach, and accomplished athlete?Strong Girls United is a nonprofit driven by the vision of a world where every girl recognizes her inner ?I can!?. Through trauma-informed, culturally responsive mentoring and a curriculum that blends sports with mental health support, Strong Girls United is reaching girls at every stage, starting as early as kindergarten.

"Sports go far beyond athletic skills?they?re about helping girls build the confidence and resilience to take on anything life brings," said Silversides. "Through our programs, we?re creating a space where every girl feels valued, supported, and ready to grow, with the tools and inner strength to know that she can be and do anything."

To make this support more widely accessible, Strong Girls United has introduced two digital programs?the FAM (Female Athlete Mentorship) Platform and The Foundations Program?designed to reach girls, wherever they are. The FAM Platform is a one-of-a-kind mental skills and empowerment program built for mentors, coaches, teachers, and parents to support K-12 girls. With community and curriculum rolled into one, FAM provides activities and guidance for building confidence and focus.

The Foundations Program is geared towards high school athletes, coaches, school and club teams. It takes a comprehensive approach to developing mental and physical strength, helping young athletes set goals,

manage stress, and strengthen their leadership skills. Both programs create a space where girls feel inspired to grow as athletes and individuals.

Strong Girls United Foundation believes in the power of sports and mentorship to change lives. Through programs that are engaging, supportive, and backed by evidence, Strong Girls United provides the guidance girls need to grow into strong, self-confident young women. With offerings for every age group, from kindergartners to college athletes, Strong Girls United is building a future where every girl knows her worth and potential.

For more about Strong Girls United, upcoming events, and how to donate, visit www.sgunitedfoundation.org.

Images for Strong Girls United can be found [here](#).

View the TODAY Show clip [here](#).

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For more information about Strong Girls United, contact the company [here](#): Strong Girls United Lani Silversides lanisilversides@sgunitedfoundation.org

Strong Girls United

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