



greenlight for girls  
*The future is full of possibilities*



**SOUTHBANK  
CENTRE**

**Young women inspired to solve societal issues in a Design Hackathon**

**PRESS RELEASE**

AIG

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*Monday 11 September 2017* – Global insurer AIG Europe Limited (AIG), in partnership with greenlight for girls (g4g) and the Southbank Centre, invited 60 young women aged 12– 18 years to take part in a Design Hackathon on Saturday 9<sup>th</sup> September to address a major societal challenge.

The Design Hackathon brought together young girls and leading female figures and professional role models with a passion for inclusion. Using the design-thinking process to creatively develop ideas in only a few hours, these 60 girls developed 10 projects to address the issue of securing strong financial futures for women and girls from all backgrounds. The winning team which developed an educational app to help address this issue demonstrated creativity, collaboration and strong research techniques and now will present their findings during the International Day of the Girl at Southbank Centre in October.

**Vicky Churcher, Intermediary Director, AIG Life UK** commented, “We’re proud of our g4g partnership and I was excited to be a part of this special event. As an insurer we are committed to reducing the fear of the future and, personally as a mother of two teenage daughters, I understand the importance of developing real world skills and financial independence.”

“These types of events are vital in highlighting the major societal issues and challenges that women are facing, and bringing them to the forefront of young minds. AIG is committed to making a difference in the communities in which we operate and look to areas around the world where we feel we can make a difference.”

**Melissa Rancourt, g4g Founder & Chairman** said “We were thrilled to work with AIG and the Southbank Centre to deliver our first ever Design Hackathon. Today the girls learned the connection between creativity and technology by getting the chance to develop innovative solutions that can help people, all while making new friends and thinking about the possibilities of their future careers. We also showed them how the methodology of design-thinking can help them with any challenge they may encounter and that the link of science, technology, engineering & mathematics (STEM) is in everything we do.”

Domino Pateman, Southbank’s Global Senior Programmer for WOW commented “We’re delighted to host this fantastic initiative at the Southbank and extend an invite for the winning team to present their idea at our International Day of the Girl celebration event on 11 October 2017.”

AIG and greenlight for girls, an international non-profit organisation dedicated to encouraging girls of all ages and backgrounds to pursue STEM subjects of Science, Technology, Engineering and Maths, have been working together since 2015. More than 700 ‘greenlight girls’ aged 11-15 have been inspired to embrace STEM at community events hosted by AIG in London, Guildford, Dublin, Vilnius, New York and through collaborating with g4g partner events in Brussels and Barcelona.

As corporate sponsors of the Southbank’s Women of the World (WOW) festival in March 2017 and in 2016, AIG used the opportunity to bring together its shared values with g4g.

**Ends**



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**Notes to editors**

**AIG**

American International Group, Inc. (AIG) is a leading global insurance organization. Founded in 1919, today AIG member companies provide a wide range of property casualty insurance, life insurance, retirement products, and other financial services to customers in more than 80 countries and jurisdictions. These diverse offerings include products and services that help businesses and individuals protect their assets, manage risks and provide for retirement security. AIG's core businesses include Commercial Insurance and Consumer Insurance, as well as Other Operations. Commercial Insurance comprises two modules – Liability and Financial Lines, and Property and Special Risks. Consumer Insurance comprises four modules – Individual Retirement, Group Retirement, Life Insurance and Personal Insurance. AIG common stock is listed on the New York Stock Exchange and the Tokyo Stock Exchange.

Additional information about AIG can be found at [www.aig.com](http://www.aig.com) | YouTube: [www.youtube.com/aig](http://www.youtube.com/aig) | Twitter: @AIGinsurance [www.twitter.com/AIGinsurance](http://www.twitter.com/AIGinsurance) | LinkedIn: [www.linkedin.com/company/aig](http://www.linkedin.com/company/aig). These references with additional information about AIG have been provided as a convenience, and the information contained on such websites is not incorporated by reference into this press release.

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**About greenlight for girls**

Greenlight for girls (g4g) is an international organisation dedicated to encouraging girls of all ages and backgrounds to pursue STEM studies and careers by introducing them to the world of science in fun and exciting ways. Founded five years ago by engineer and entrepreneur, Melissa Rancourt, greenlight for girls has over 3,000 volunteers operating on six of the world's seven continents, encouraging the future generation to be inspired by science-related studies and careers. Headquartered in Brussels, Belgium, g4g has reached over 15,000 girls and hosted more than 140 g4g Days across the globe.

Find more information at [www.greenlightforgirls.org](http://www.greenlightforgirls.org).

FOR IMMEDIATE RELEASE



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### **About Southbank**

Southbank Centre is the UK's largest arts centre, occupying a 17+ acre site that sits in the midst of London's most vibrant cultural quarter on the South Bank of the Thames. The site has an extraordinary creative and architectural history stretching back to the 1951 Festival of Britain. Southbank Centre is home to the Royal Festival Hall, Queen Elizabeth Hall, Purcell Room and Hayward Gallery as well as The National Poetry Library and the Arts Council Collection.

For further information please visit [www.southbankcentre.co.uk](http://www.southbankcentre.co.uk).

Southbank Centre is carrying out vital restoration work on the Hayward Gallery, Queen Elizabeth Hall and Purcell Room to make the buildings fit for future generations to enjoy, more information can be found here: <http://letthelightin.southbankcentre.co.uk>