



New STEM Subscription Box for Young Girls – GIRLTIVITY™, launches in South Africa

According to UNESCO statistics, women make up only 23% of STEM (science, technology, engineering and mathematics) talent globally, and this inequality is often felt in South Africa's science, technology and engineering industries.

In fact, global statistics also show that;

- From Primary to High School girls self-esteem and confidence drops 3.5 times more than boys.
- Women hold less than 23% of STEM (Science, Technology, Engineering and Math) jobs.
- Women hold only 15-25% of TOP decision-making positions.
- Only 3% of female driven Start-ups get funded.
- Research has shown that girls in a girls-only school were stronger, confident and more capable of becoming leaders.

PWC [research](#) indicates that in South Africa, the ratio of females to males graduating with STEM-related degrees is out of balance: women are under-represented in maths and statistics (3:4), information and communication technology (2:5), as well as engineering and construction (1:4).

Hoping to tackle this daunting problem head-on is an Umhlanga based mom, Romona Mahadeo, and her daughter Kiara, an ambitious kidpreneur. Together they have built the Girltivity™ brand – to inspire and empower girls aged 3-12 through a monthly subscription 'STEAMED UP™' box.

“Our special acronym 'STEAMED UP™' stands for Science, Technology, Engineering, Art, Mathematics, Entrepreneurship, Design, Understanding and Practice. Each Girltivity Box is thoughtfully designed by educational experts to encourage creativity, curiosity and support literacy development,” says Ramona.

According to this mother of two and accountant, the main character mascot 'GT' who features in all the brand material, has always been very clear in Kiara's mind. GT would be a superhero girl, who is fearless, brave and capable of doing anything she set her mind to.

“Since she was two years old, Kiara dreamed of having her own YouTube Channel. She was already very much aware of the power of positive thinking, positive speaking, kindness and sharing. She loved the excitement of making, giving and opening presents and she wanted to spread the same happiness to as many children as she could. This is how the Girtivity™ brand was born.”

The Girtivity™ Box is a unique subscription, rooted in the spirit of reminding girls about how amazing they are, inspiring them to celebrate other fearless women who helped make the world better. Each box includes a 20-page Girtivity™ Activity Book, highlighting ‘GT’ and her sidekick Kitty’s unique story, with 10 to 15 hands-on STEAMED UP activities.

Each subscription box contains:

- Book: A wonderful story featuring a relatable female role model and an explanation on the months activities
- Various collectables, such as character cards, bag, dolls, certificates and badges
- Also included is a creative play prop, a featured character trait that helped her succeed, practical tips for parents to easily nurture that trait, experiments, games plus so much MORE.

The subscription box is a fun collection of projects that will inspire your girl child to become a creative problem solver, educating her without her even realizing it. In addition, it is an awesome gift to get in the mail on a regular basis.

“If you want to encourage the girls in our country to become more curious about the world, then inspiring their interest in STEM subjects is one of the best ways to do this, while also teaching them some valuable skills for later in life,” concludes Romona.

Monthly subscriptions of the Girtivity™ subscription box start at R350pm, and there is a variety of subscription options for you to choose from. For more information, go to <https://girtivity.co.za/> and follow us on [Instagram](#) and [Facebook](#) to stay updated. #Girtivity #GirtivityThatsMe

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