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Twins Celebrate 12th Birthday With Campaign to Distribute Feminine Products to Girls in Need

MONTGOMERY, Ala. – In honor of their 12th birthday today, twin girls Breanna and Brooke Bennett launched a campaign to distribute feminine hygiene products to young people in the Montgomery County area.

The twins came up with the idea for the campaign when they realized that young women around the world, including right here in Montgomery, often lack the basic hygiene items that they need during menstruation. This causes girls and young women to miss classes or lose wages because they cannot show up for school or work during their periods.

“I was really sad when my mother, who is an educator, told me about girls at her former school who use toilet paper during their cycles, so my sister and I decided to create the Women in Training organization to help in some way,” Brooke Bennett said.

The twins are collecting and will distribute the products through Women in Training, Inc. (WIT), a new non-profit, youth empowerment organization that provides culturally relevant rites-of-passage training and outreach programs for girls and young women in middle and high school.
The organization will distribute the free items – including not only feminine hygiene products but also body washes, loofahs, body spray, deodorant, dental hygiene products, shampoo and conditioner, and even underwear and socks – in packages called “WIT KITs.”

“In the future, we hope to expand our outreach internationally,” said Breanna Bennett. “We recently met a woman from Kenya who has a similar project. In her community, girls as young as 16 are married with several children, yet they do not have sanitary items to keep them clean and active all month long.”

Menstruation is one of society’s most stigmatized topics, but educators and other members of the community can help dispel the needless shame associated with this natural biological process while at the same time improving gender parity, according to Teaching Tolerance magazine.

“It is with great pleasure that I support this Women in Training inaugural community service initiative, proposed by Breanna and Brooke,” said Samantha H. Reeves, President and Chair of the Women in Training Board of Directors. These young ladies have selflessly chosen to celebrate their birthday fulfilling a need of others whom they may never know. What an awesome demonstration of love and sisterhood!”

To help Women in Training with their WIT KIT effort, please send donations of toiletries or a check to:

Women in Training, Inc.
P.O. Box 231394
Montgomery, AL 36123

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