

Empowering Girls



Photo Credit: Steven Arroyo

Anika Alexa Empowers Girls

Anika Alexa, the Author of My Quince Planner, is an inspiring, resilient 17-year-old who overcame tragic events - including losing her sister to domestic violence and being bullied in school - to become a positive role-model. In 2015 at age 11, she founded Anika's Peace Project (formerly Anika's Pink Closet), a nonprofit through which Anika provides classes, speaking engagements, and community service activities that empower girls to become resilient and responsible young women. She is also a reality TV personality on "My Dream Quinceañera" and "Model Material."

High resolution downloadable photo available at this [LINK](#)

info@myquincecollection.com



FOR IMMEDIATE RELEASE
CONTACT
Maria Ortiz
949.870.9933
maria@myquincecollection.com
www.myquincecollection.com

EMPOWERING GIRLS TO DREAM, PLAN, AND ORGANIZE

ORANGE, CA. – Anika Alexa, Quinceañera Model as seen on Awesomeness TV “My Dream Quinceañera” and “Model Material,” announces the release of her first book, My Quince Planner™.

“I’m so excited to launch My Quince Planner,” said Anika, “I wrote and designed it to empower girls to dream big and develop skills to build their future and succeed in life, all while planning their quinceañera.” Throughout the Planner Anika provides inspiration based on personal experiences and planning her quinceañera, held just a year ago. The Planner is the first and keystone product launched by My Quince Collection, of which Anika is a partner.

My Quince Planner empowers girls to dream, plan, and organize their quinceañera celebration. Anika guides the Quinceañera through the planning process with a 12-month calendar, ideas, and checklists. The Planner includes colored pencils to inspire dreaming and creativity while coloring black and white illustrations placed throughout to reflect their personal choices. Inspirational quotes are sprinkled throughout. The 204-page Planner is packed full of opportunities for the Quinceañera to build life skills as part of becoming a confident and responsible young woman, such as completing interview questions to select vendors. Sleeves are provided to hold vendor’s business cards and contracts. My Quince Planner provides one place to hold all the details to implement her dream quince. It will become a cherished personal keepsake of her dream quinceañera and future plans.

A percentage of proceeds of My Quince Planner net sales will benefit Anika’s Peace Project, a nonprofit founded by Anika in 2015, to empower girls.

My Quince Planner™ is available for \$79.99 at www.myquincecollection.com. For additional information visit www.myquincecollection.com and follow [@myquincecollection](https://www.facebook.com/myquincecollection) on Facebook, Instagram, Pinterest, and YouTube. [#myquinceplanner](https://www.instagram.com/myquinceplanner)

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Anika’s Peace Project is a 501(c)(3) nonprofit organization founded by Anika Alexa in 2015, that provides classes, speaking engagements, and community service activities that empower girls to dream big, be self-confident, and develop skills to become resilient and responsible young women. www.anikaspeaceproject.com, info@anikaspeaceproject.com

My Quince Collection is a company, inspired by Anika Alexa, that develops unique products to empower girls to create beauty as they become young women. Products may be related to a quinceañera celebration or just relevant to young ladies ages 13-16. www.myquincecollection.com

My Quince Planner



PRODUCT INFORMATION

Title: My Quince Planner™

Author: Anika Alexa, age 17

Illustrator: Viviana Rodriguez, age 15

Editor: Maria L. Ortiz

Contributor: Sandra L. Peffer-Stone

Publisher: My Quince Collection™

Total Number of Pages: 204

Illustrations: Black and white throughout

ISBN: 978-0-578-72153-8

Library of Congress PNC: 2020912216

Hardback

Languages: English

Made in America

Price: \$79.99 USD

Available at: www.myquincecollection.com

Contact: info@myquincecollection.com

- ◆ Designed and written by a Quinceañera (Anika Alexa) for Quinceañeras.
- ◆ Created by an all girl team of designers, artists, content specialists, and editors.
- ◆ Designed and written for girls planning their Quinceañera, at whatever age they want to start. It can also be used to help plan other events.
- ◆ My Quince Planner empowers girls to learn and practice planning and organizational skills.
- ◆ My Quince Planner is a three ring hard cover notebook about 10.5" wide x 11.75" high x 1.5" deep with open and closable rings.
- ◆ The Planner has 15 sections containing all the aspects of planning a Quince, including a section to help girls dream about their school and career goals after their Quince. A zipper pencil pouch contains 12 colored pencils. Two clear sheet protectors are provided to hold your contracts, photos, and color swatches, and a business card sleeve provides a place to keep vendor's business cards organized.
- ◆ My Quince Planner becomes a treasured keepsake that holds your dreams and choices that helped you plan your dream Quinceañera.
- ◆ My Quince Collection will be adding products to complement My Quince Planner and welcomes Quinceañeras to share their ideas at info@myquincecollection.com.
- ◆ A percentage of proceeds from planner sales will benefit Anika's Peace Project, a nonprofit founded by Anika.
- ◆ Watch [@myquincecollection](https://www.instagram.com/myquincecollection) to see if Anika will be conducting a contest or a book signing.

Our Story

A quinceañera is one of the most precious and important cultural traditions in a Latina's adolescent years, marking her transition from a girl to becoming a young woman. With a rich history, dating back centuries, the quinceañera festivities are celebrated around her 15th birthday (quince means 15 in Spanish). Each quinceañera celebration is as unique as the girl being honored (also known as a Quinceañera). From the dress and crown, to the theme, ceremony, food, dances, and music chosen, each celebration becomes a work of art revealing the divine uniqueness of who she is and who she is becoming.



Enter My Quince Collection, a company inspired by Anika Alexa that develops unique products to empower girls to create beauty as they become young women. Products may be related to a quinceañera celebration or just relevant to girls ages 13-16.

Anika Alexa is an inspiring, resilient 16-year-old who overcame tragic events - including losing her sister to domestic violence and being bullied in school - to become a positive role-model. In 2015 at age 11, she founded Anika's Peace Project (formerly Anika's Pink Closet), a nonprofit through which Anika provides classes, speaking engagements, and community service activities that empower girls to become resilient and responsible young women. She is also a reality TV personality on "My Dream Quinceañera" and "Model Material."

As a result of her own quinceañera in 2019, Anika authored My Quince Planner, the first and keystone product in My Quince Collection. My Quince Planner is a chic, multifaceted planning tool and keepsake in which Anika inspires girls to dream, plan, and organize their quinceañera. Beyond the planner helping girls select their theme, keep track of their guest list, appointments, business cards, brochures, receipts, and other details, the included colored pencils are meant to spark creativity and help girls communicate their vision by coloring illustrations. My Quince Planner also provides curated checklists and questions to assist in selecting vendors, managing the budget, and keeping track of contracts, thereby empowering girls to become responsible young women. Additionally, Anika shares her personal insights to encourage dreaming of a future beyond the celebration. In the end, each girl has a cherished personal keepsake of her dream quinceañera and future plans.



My Quince Collection and My Quince Planner are named by design — for girls to feel like the brand and products are theirs, and represent their identity and interests.

My Quince Collection is committed to empowering girls to build a positive identity, healthy self-esteem, and know they are treasured, beautiful, smart, and loved. In time, Anika and her team plan to expand the Collection with other products that uphold this commitment — so stay tuned for more!



Anika Alexa

Orange County, CA USA
Model | Philanthropist | Public Speaker
YouTube | My Dream Quinceanera >1.2M
YouTube | Model Material >1.1M
One of 100 Most Influential People in OC
Entrepreneur of the Year
Miss Teen California Legacy US
68.8K followers @anikaalexa
anikaalexa@myquincecollection.com

Anika, with the help of her Mother Maria Ortiz, became an entrepreneur at the age of 11, when she started a monthly pop-up boutique where she sold gently used clothing, accessories, shoes, and toys to raise funds for local domestic violence support organizations as part of her healing journey after her older sister was killed due to domestic violence.

At the age of 13, Anika became the Founder and President of Anika's Pink Closet, now Anika's Peace Project, a nonprofit formed to educate girls how to become confident to prevent domestic violence and bullying. When teaching girls to model for fashion shows in childrens hospitals and at senior centers, Anika was invited to become a quince dress model. This led to her role in the reality shows My Dream Quinceañera, and Model Material. She was also crowned Miss Teen California Legacy US in 2018. Anika has received honors, awards, and well-deserved accolades, including being named as one of the "100 Most Influential People in Orange County" by the Orange County Register. She continues her passion of helping girls create beauty through becoming with My Quince Collection products, starting with her first book, My Quince Planner.

**Anika is a dynamic speaker
with a powerful story of resilience.**

For interviews contact Maria Ortiz, maria@myquincecollection.com

Television, Radio, Broadcasting

- 01/03/2019 [Interview](#) with Spectrum News, Can You Text 911
- 04/21/2018 Interview at EDFIN TV podcast
- 07/20/2017 Univision TV Segment "Latinas en Exito" special edition show
- 12/15/2015 Interviewed by Elizabeth Espinoza, KFI AM 640, "Hero of the Week"

Newspapers

- 12/07/2018 Los Angeles Times. "14-Year-Old is On a Mission to Help Victims of Domestic Violence and Bullying"
- 02/15/2016 Excelsior (Spanish)
- 02/05/2016 La Prensa (Spanish)
- 01/14/2016 Orange County Register. [Everyday Heroes Awards](#)
- 09/03/2015 The Orange County Register. [National Philanthropy Day will Recognize Three Orange County Residents.](#)
- 12/18/2015 Orange County Register. [One of 100 Most Influential People in Orange County](#)
- 11/18/2015 Orange County Register. Outstanding Youth
- 11/08/2015 Orange County Register. Book of Dreams
- 11/10/2015 Orange County Register. [Philanthropy in Pink](#)
- 12/18/2014 Orange County Register. [Fashionista 11 Year-Old Opens Pop-Up Boutique,](#)

Magazines

- 01/2019 "O" Oprah Magazine Leading Women in Business "Fashion with a Purpose"
- 01/2019 Entrepreneur Magazine "Fashion with a Purpose" "How I started my business and my healing journey."
- 07/20/2017 Modern Luxury OC
- 02/2017 OC Parenting Magazine full page article "Turning the Blues of Grief Pink"
- 03/23/2016 OC Family Magazine, Whiz Kids, page 50
- 11/13/2015 Newport Beach Indy Magazine
- 09/27/2015 Newport Beach Lifestyle Magazine

Digital Articles

- 03/2016 interceder.net
- 02/04/2016 unidoss.com
- 01/18/2016 cbjonline.com
- 01/14/2016 pol.perfect.mwde
- 12/18/2015 newslocker.com
- 12/18/2015 inusanews.com
- 12/2015 anygator.com
- 12/18/2015 etalia.net
- 12/2015 news.com
- 08/07/2015 afporangecounty.afpnet.com

Anika Alexa

HONORS AWARDS SPEECHES

**Anika is a dynamic, uplifting, and sparkling motivational speaker
with a powerful story of resilience.**

For bookings contact Maria Ortiz, maria@myquincecollection.com

Honors, Awards, Speeches

- 02/21/2020 Keynote Speaker, "Youth Teen Dating Violence Awareness" Seminar, Anaheim Police Department, CA
- 12/20/2019 Anika's Peace Project Host, Toy Giveaway at Mexican Consulate of Santa Ana, CA
- 08/24/2019 Panelist, "Girls Empowerment Day" Olive Crest, Bellflower, CA
- 06/29/2019 Recipient, All Women Rock Conference "Robbie Motter Award For Your Work in the Community" Costa Mesa, CA
- 04/8/2019 Fashion Show MC and Organizer, CHOC Childrens Hospital "Dia del Nino Celebration"
- 04/07/2019 Keynote Speaker, Yesenia's Humanitarian Foundation, Santa Ana, CA
- 03/28/2019 Keynote Speaker, "Walk in My Shoes" Conference UCI, Irvine, CA
- 01/6/2019 Spokesperson, "Text to 911 OC" campaign that resulted in the passing of legislation
- 10/28/2018 Keynote Speaker, Fundacion de Sobrevivientes de Trafico Humano, Student Advocating for Human Traffic & Domestic Violence, Santa Ana, CA
- 10/11/2018 Crowned, Miss Teen California Legacy US
- 09/22/2018 Keynote Speaker, World Peace Day Celebration, Buena Park, CA
- 08/20/2018 Speaker, National Association Female Entrepreneurs (NAFE), Long Beach, CA
- 07/11/2018 Speaker, Global Society Female Entrepreneurs (GSFE), Manifee, CA
- 06/08/2018 Recipient, "Youngest Ambassador for the World Networks Organization" Los Angeles
- 06/2/2018 Featured Charity, Mother/ Daughter Tea Party hosted by Zonta Club Newport Harbor
- 05/22/2018 Keynote Speaker, NAFE, San Juan Capistrano, CA
- 05/17/2018 Keynote Speaker, Entrepreneur Class at Aliso Viejo High School, CA
- 05/09/2018 Speaker, Career Day at MacArthur Fundamental School, Santa Ana, CA
- 05/05/2018 Keynote Speaker, Loving Thy Self Women's Conference, Diamond Bar, CA
- 05/04/2018 Fashion Show MC and Organizer, Dia del Nino Celebration, CHOC Childrens Hospital
- 04/21/2018 Speaker, "Tea Time w/ Tanya" Girls Retreat, Costa Mesa, CA
- 04/14/2018 Host, 2nd Annual Masquerade Gala, with all entertainment under 18, Santa Ana, CA
- 03/29/2018 Recipient, "2018 Junior Champion for Kids Honoree" Raise Foundation, Tustin, CA
- 02/24/2018 Recipient, "Social Activist Award" N-Action 14th Annual Community Awards Westminster, CA
- 02/24/2018 Leadership Panel, "Festival of the Hearts" by Laura's House, Mission Viejo, CA
- 02/7/2018 Speaker, YAK (Youth Action Committee) on the Importance of Community Service.
- 12/09/2017 Organizer and Host, Citrus Hills Senior Center Fashion Show with Anika's Pink Closet Glitter and Glam Squad, Orange, CA
- 06/10/2017 Keynote Speaker, Girls Synchronized Skating Club, San Diego, CA
- 06/10/2017 Keynote Speaker, Office of Restorative Justice, Prison Ministry Luncheon San Bernardino, CA
- 05/20/2017 Featured Charity, Mother/Daughter Tea Party hosted by Zonta Club Newport Harbor
- 05/19/2017 Keynote Speaker, 40th year Anniversary, Mariposa Women and Family Center, Orange
- 05/01/2017 Fashion Show MC and Organizer, Dia del Nino Celebration, CHOC Children's Hospital
- 04/22/2017 Recognition of Outstanding and Invaluable Service, Success up: Women's Conference
- 04/28/2017 Recipient, "Brighter Futures Youth Award" Laura's House, Irvine, CA
- 04/08/2017 Keynote Speaker, "Operation Prom Dress" nonprofit giveaway, Murrieta, CA
- 03/29/2017 Recipient, "NextGen Award" 2017 Women of Influence Awards Connected Women of Influence Orange County, CA
- 03/29/2017 Certificate of Recognition, "2017 Women of Influence Award" John M. W. Moorlach State Senate 37th State District

Anika Alexa

HONORS AWARDS SPEECHES

- 03/29/2017 Certificate of Appreciation "2017 Women of Influence Award" Diane L. Harkey
Chairwoman State Board of Equalization
- 03/29/2017 Certificate of Recognition, "2017 Women of Influence Award" Mathew Harper
Assemblyman 74th District
- 03/25/2017 Founder & Host, "Young Entrepreneurs Summit" helped 17 girls start a business
- 03/22/2017 Speaker, National Association Female Entrepreneurs NAFE, Seal Beach, CA
- 03/11/2017 Speaker, "I'm Coming Out" Conference, Diamond Bar, CA
- 03/4/2017 Speaker, "Dream Dress Giveaway" Yesenia's Humanitarian Foundation, Santa Ana, CA
- 01/27/2017 Keynote Speaker, "Annual Teen Vigil" Laura's House, Tustin, CA
- 01/24/2017 Speaker, National Association Female Entrepreneurs (NAFE), Mission Viejo, CA
- 01/2017 Host, MATILDA the Musical, Segerstrom Center of the Arts, Costa Mesa, CA
- 2016 Certificate of Appreciation, "Exemplary Record of Service and Commitment"
Marie Waldrow CA State Legislature 75th Assembly District
- 2016 Certificate of Recognition, "Influential Leader to Young Woman"
Marion Ashley, 5th District Supervisor, Riverside, CA
- 2016 Congressional Recognition "Youngest Ambassador" presented by Congresswoman
Mimi Walters
- 2016 Segerstrom Center for the Arts "Anika's Pink Closet" is the Recipient of their
donation program throughout run of "Cinderella The Musical"
- 12/09/2016 Speaker, CSUF Guardian Scholars Christmas Party, Anaheim Hills, CA
- 12/03/2016 Recipient, "Young Real Leaders Prize" TEDx
- 11/03/2016 Speaker, Young Professional Organization (YPO) "Raising Leaders" Orange, CA
- 10/20/2016 Speaker, Epic Charter School
- 09/2016 "Presidential Lifetime Achievement Award" from President Barack Obama
- 09/14/2016 "Senate Certificate of Recognition" from State Senate Mike Morell
- 08/09/2016 Speaker, National Association Female Entrepreneurs (NAFE), Riverside Chapter, CA
- 06/24/2016 Keynote Speaker, Mariposa Woman and Family Center, A Toast to Positive Change,
Irvine, CA
- 08/05/2016 Amigas 4 my Soul, Youth Conference, "Be Brave," CA
- 05/02/2016 Speaker, Tilly's Life Center Fundraiser, CA
- 04/29/2016 Host, Dia del Nino Celebration Fashion Show, CHOC Children's Hospital, Orange, CA
- 04/26/2016 Speaker, "Be the Cause Campaign" Association of Fundraising Professionals, Orange
- 04/17/2016 Speaker, Annual Candlelight Vigil, Parents of Murdered Children
- 03/01/2016 Speaker, "Love Should Not Hurt" Human Options, CA
- 01/13/2016 Presenter and Keynote Speaker, "Salute to Everyday Heroes" award dinner, Orange
County Register, Laguna Beach, CA
- 11/25/2015 Speaker, Abusive Relationship's Study, Cypress College, Cypress, CA
- 11/19/2015 Award Recipient and Speaker, "Youth of the Year" National Philanthropy Day, Orange
County, CA
- 06/2015 Anika's Pop-up Boutique (4 weeks) Bold Girlz, Terra Bella Mall, Huntington Beach, CA
- 06/05/2015 Speaker, Entrepreneur Program, Valley High School, Santa Ana, CA
- 2015 Keynote Speaker, Child Abuse Prevention Center, Fundraiser, Laguna Beach, CA
- 2015 Speaker, "Ultimate You" Amigas 4 my Soul Youth Conference, CA
- 2015 Recipient, Kohl's Cares Scholarship
- 03/25/2015 Speaker, Difference Makers OC, Irvine, CA
- 03/02/2015 Speaker, "A Toast to Positive Change" Mariposa Woman and Family Center, Irvine, CA



CREATING BEAUTY IN BECOMING™

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@myquincecollection

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VISION

My Quince Collection's vision is to empower girls to achieve all that is possible in their lives.

MISSION

My Quince Collection's mission is to create unique products that inspire and empower girls to dream and grow.

PURPOSE

My Quince Collection is a company, inspired by Anika Alexa, that develops unique products to empower girls to create beauty as they become young women. While honoring tradition, we serve in alignment with discovering and developing girls' strengths and leading them to explore all that is possible for their lives. Products may be related to a quinceañera celebration or just relevant to girls ages 13-16.

- Incorporated in October, 2019
- Based in Orange County, CA
- Woman owned and operated

TEAM

Maria L. Ortiz maria@myquincecollection.com

Maria, the visionary of My Quince Collection™, is tapping into her early years of experience growing up and working in her family's quinceañera/bridal dress shop and owning and operating a balloon artistry company. Maria loves being a mother and planning parties. She is passionate about preventing bullying and domestic violence by providing services and products for girls to understand their value, build their self-confidence, and take responsibility as they step into adulthood.

Anika Alexa anikaalexa@myquincecollection.com

Anika, the youngest of the team, is 17. She is the author of My Quince Planner, and the Founder and President of Anika's Peace Project. Anika has received numerous accolades and awards for her philanthropic service which reflects her dedication to helping prevent bullying and domestic violence. Her experience as a quinceañera and bridal dress model led to being featured in My Dream Quinceañera and Model Material.

Sandy Stone sandy@myquincecollection.com

Sandy is passionate about helping youth develop skills to transition into adulthood successfully. She provides over 25 years of experience starting and operating businesses in the for-profit and nonprofit sectors. Sandy is the Co-Founder and Board Member of Pretend City Children's Museum, a wife, and the mother of six cool young adults.