



FOR IMMEDIATE RELEASE:

The New York Times/Wirecutter recommends Kazoo as a Best Gift of 2023

A “beautifully produced print magazine” that is
“bursting with creative ideas and inspiration.”



[Brooklyn, NY, December 1, 2023] *Kazoo: A Magazine for Girls Who Aren't Afraid to Make Some Noise* is the story of a little magazine that could. In 2016, *Kazoo* launched via Kickstarter as the highest funded journalism campaign in fundraising history. Seven years later, *Kazoo* has earned nine finalist nods from The American Society of Magazine Editors (the only kids magazine to do so) winning the **National Magazine Award for General Excellence, Special Interest**, in 2019. *Kazoo* now has subscribers in 53 countries, and retails at major chains and independent bookstores across the United States. *Kazoo* is print-only by design, 100% independently-owned, and 100% ad-free.

***Kazoo* #31, The Girl Power Issue, ships December 1, 2023.** When the feminist website *Jezebel* shut down, *The Guardian* declared it “The End of an Era of Feminism.” Storied women’s print magazines keep shrinking, or ceasing publication altogether, so why does *Kazoo*, a feminist print magazine for kids, persist? Why is it so important?

Let's check out the state of girlhood in 2023 America!:

- **Fewer girls are confident today than 5 years ago.**

Only 68% of 5th grade girls describe themselves as confident, down from 86% in 2017.

- **More girls are afraid to lead.**

55% of girls now report that they are afraid to lead for fear of being perceived as “bossy,” up from 33% in 2017.

¹ Hinkelman, L. (2023). The 2023 Girls’ Index by Ruling Our eXperiences. Columbus, OH: Ruling our Experiences, Inc.

- **More girls are silencing their opinions.**

Two out of three girls (66%) report that they do not say what they're thinking or feeling, because they want to be liked, up from 46% in 2017.

- **Self-doubt has doubled in girls in the past 5 years.**

57% percent of 5th and 6th grade girls reported being unsure of whether they're smart enough for their dream career, up from 23% in 2017.

- **A third of all girls opt out of interesting classes, because they don't see other girls in them.**

31% of girls don't take certain classes because there are too few girls enrolled in them. Meanwhile, 76% of girls say they believe that boys their age are not respectful of girls.

- **Stereotypes are still boxing girls in.**

89% of girls report feeling under pressure to fit into specific roles or stereotypes, and 88% of girls report pressure to feel pretty.

- **Perfectionism is widespread in girls.**

78% of girls report that they'd "do everything they can to avoid messing up or failing."

- **Social media hurts.**

The more time girls spend on social media, the less likely they are to describe themselves as confident. Meanwhile, 46% of 5th grade girls spend 6 hours or more on social media everyday, up from 9% in 2017.

From day one, *Kazoo*'s mission has been to celebrate girls for all that they are—smart, inquisitive, creative, brave, strong and, yes, loud. **Kazoo packs every issue—not with stories of princesses and pop-stars—but with science, art, comics, games and inspiration.** Reading *Kazoo* helps shore up their foundation, so that by the time girls enter adolescence, they'll be more likely to question anyone who makes them feel small than they'll be to question themselves

KAZOO'S MISSION:

In a world where girls are constantly being fed information on how to look and act, *Kazoo* offers them something radically different. Rather than give them rules to live by, *Kazoo* gives girls, tools to create, build, explore, dream, play and ask questions. Based in Brooklyn, *Kazoo* is published independently, and quarterly, and features sections on art, nature, science, tinkering and tech, cooking, sports, and critical thinking. Every story in each issue is either developed or inspired by top female artists, explorers, scientists, chefs, athletes, writers and others.

Hailed by *Vogue* as “the magazine for little girls who want to grow up to be president” and honored with the 2019 National Magazine Award for General Excellence, and three Parents' Choice Gold Awards—*Kazoo* returns this winter with Issue 31, out December 1, 2023.

ABOUT THE LATEST ISSUE: Kazoo #31, The Girl Power Issue (12/1/23).



Kazoo's newest, the **Girl Power Issue**, opens, as every issue does, with an interactive "Tickle" section, which is designed to not only entertain but also inspire. It also exemplifies why *Kazoo* is a print magazine and not an app or website. *Kazoo* is printed on thick paper, designed to be read (and re-read and cherished) and also colored, cut and folded. The section always ends with an illustrated maze about a remarkable woman's life, so readers get the thrill of solving a puzzle, while learning about a new hero.

Past mazes have featured **Amanda Gorman, Jane Goodall, and Diana Nyad**. In this issue, *Kazoo* celebrates **Kamala Harris**'s leadership and message to young girls: **"You are powerful and your voice matters."**

Every issue of *Kazoo* contains original fiction featuring a fierce girl protagonist, because girls deserve to be the heroes, not the sidekicks, in their own stories. Past fiction contributors include **Lois Lowry, Joyce Carol Oates, Angela Flournoy** among many other bestselling and award-winning female authors. In this issue, readers are treated to a sweet short story about a girl who must unexpectedly face her fear by **Lynne Kelly**, American Sign Language interpreter and author of *Song for a Whale*.

Every issue also includes a 6-page feature comic about an extraordinary woman in history, like **Rachel Carson, Toni Morrison, Eleanor Roosevelt and Josephine Baker**, so young readers can learn more about the women that their history books might have left out. This issue celebrates **Wilma Rudolph**, an African-American girl who survived childhood polio and went on to become an Olympic champion, in a comic beautifully drawn by Marvel's **Alitha E. Martinez**.

In *Kazoo*'s **Girl Power Issue**, readers will also learn to build their confidence with an A-to-Z guide to "ruling the world." They'll get a drawing lesson from artist **Shantell Martin**, find out what girls have in common with lightning from physicist **Julia Tilles, Ph.D.**, build a magical flying girl toy, meet some surprisingly powerful animals alongside axolotl researcher **Kate McCusker, Ph.D.**, and make delicious granola with **Early Bird Foods** founder Nekisia Davis.



Kazoo's **Girl Power Issue** is teeming with inspiration and fun, leaving readers with a sense of wonder and possibility.

ABOUT THE FOUNDER: Erin Bried: Editor-in-Chief



Bried is a former editor at Condé Nast (*SELF*, *Glamour*, *Women's Sports & Fitness*). She has appeared on *The Today Show*, *National Public Radio*, *Fox & Friends*, and in magazines and newspapers nationwide. She's the mother of two girls, editor of *Noisemakers: 25 Women Who Raised Their Voices & Changed the World* (Knopf Books for Young Readers, 2020), and author of three advice books, including *How to Sew a Button* (Ballantine, 2009). She lives with her family in Brooklyn, NY.

Q & A with Erin Bried, Editor-in-Chief:

1) What inspired you to start *Kazoo*? I started *Kazoo* because, after browsing the newsstand with my then 5-year-old daughter, I was upset—and honestly—kind of angry at what I saw in the girls’ section. Since my daughter prefers pirates to princesses, we left the store that day empty-handed. I thought, “Someone should do better than this!” Since I’d spent a decade working at Conde Nast and learning the magazine business from the best, I knew that someone was me.

2) Why is it called *Kazoo*? The beauty of the kazoo is that everybody already has what it takes to play one. Just breathe, and its loud, happy sound comes automatically. Girls are often told to be quiet. But, I want girls to feel the same way about their own voice—that they already have everything it takes to use it. There is a tremendous amount of power—and joy—in making noise.

3) Who inspires you? My daughters. They’re not shy about taking up space or making noise. We could all learn a thing or two from them. I know I do every day.



In an interview Bried can discuss:

- **5 Extraordinary Women the History Books Forgot:** In *Kazoo*, we’ve featured over 300 amazing women of past and present!
- **5 Ways to help tween girls shore up confidence:** Follow the A-Z guide in our Girl Power Issue to help kids maintain and gain confidence. 26 clever activities to choose from.
- **5 Fun Screen-Free Crafts:** Help parents get kids through the winter—without screens.
- **Any other issues relating to girls.** As the editor of the most-award-winning girls magazine, Bried can discuss confidence, leadership, media representation, or any of these latest studies.

WHY DO GIRLS NEED KAZOO? Let's Check Out the Numbers:

It's 2023, parents don't *have* to seek out strong, female role models specifically for their daughters. Soon enough, young girls will look around and see how the world works:



But, by seeking out strong role models now, we can still show young girls a world where anything is possible.

In 30 issues of *Kazoo*, we've featured over 300 of the world's brightest female role models: top scientists, artists, chefs, athletes, writers, and more, because girls need to see it to be it. And, they are not seeing it in the world around them, or in the media they stumble upon online.

Kazoo is just one part of the movement to raise strong, confident girls.

And who knows? If we all work together, we can give all our kids a better world.

It's 2023, we can't give up now.

Sources:

1. **United States Congress 2023:** Women are 28% of 535 seats. (<https://cawp.rutgers.edu/facts/levels-office/congress/women-us-congress-2023>)

2. **Fortune 500 Companies US:** 10% of CEO's are women. (<https://www.forbes.com/sites/lizeltling/2023/01/27/new-year-new-glass-heights-for-the-first-time-in-history-over-10-of-fortune-500-ceos-are-women/?sh=30814b0ce77f>)

3. **STEM Careers:** Women are Underrepresented in STEM Leadership and fastest growing fields Only around 21% of college engineering majors are women and only around 19% of computer and information science majors are women. (<https://www.aauw.org/resources/research/the-stem-gap/>)

4. **Art:** Work by women artist made up Only 11 percent of acquisitions and 14.9 percent of exhibitions. (<https://news.artnet.com/art-world/full-data-rundown-burns-halperin-report-22274600>)

5. **Literature:** There was a 4:1 ratio of male versus female main characters, the study found. There were also more negative terms used in connection to the female characters such as 'weak' and 'stupid' compared to 'strong' and 'power' for men. (<https://www.theweek.in/news/sci-tech/2022/09/27/male-female-character-ratio-in-books-4-1--says-study.html#:~:text=On%20an%20average%2C%20there%20are,characters%20in%20female%20Dauthored%20books>)

6. **Right to Choose:** Abortion Laws Across the US, state by state: (<https://www.theguardian.com/us-news/ng-interactive/2023/nov/10/state-abortion-laws-us>)

7. **“Ernest, identity-focused feminism has grown out of style.”** (<https://www.nytimes.com/2022/06/17/opinion/roe-dobbs-abortion-feminism.html>)

kazoo

a new kind of magazine for girls



Check out our first 30 issues! Themes include: Nature, Art, Bravery, Kindness, Confidence, and Mysteries.