

## **RELEASE DATE: 7<sup>th</sup> March 2025**

**(Embargo until 7<sup>th</sup> March for International Women's Day)**

### **MODIBODI and GIRL GUIDES AUSTRALIA GET PERIOD-PREPARED**

Managing your period while at camp or a sleepover is one of their biggest concerns say 68% of girls, in a recent survey by Girl Guides Australia.

To tackle this fear and to give girls confidence to live fearlessly, reusable leak-proof period wear brand Modibodi has partnered with Girl Guides Australia to change the conversation around camps and sleepovers – because *Periods Don't Pause Adventures!*

Navigating girlhood is tricky enough. Fear of leaking at sleepovers or camp adds yet another layer of anxiety during those early period years. Modibodi and Girl Guides Australia bring together expertise in period wear and period management, with over 100 years of experience helping girls build confidence and resilience to take on challenges and to live fearlessly.

The partnership aims to empower teens to be period prepared via period-positive resources, leak-proof products perfect for sleepovers, and support conversations that take the fear out of periods.

#### **A recent survey conducted by GGA revealed\*:**

- 68% of girls are concerned about managing or getting their period while at camp or a sleepover.
- Nearly a third (32%) said their period prevented them from participating in either.
- An overwhelming 84% said the fear of leaking through their clothes is a huge worry.
- Nearly half (49%) are worried about not having the right period products available.

Spending time away from the comfort of home for camp or sleepovers is an effective way for girls to learn essential life skills, to make decisions and take responsibility for themselves. It is a fun way to explore and learn valuable skills that support emotional, social, creative, and spiritual growth.

#### **Records show teen Guides who camp and take on independent challenges, experience:**

- 11% increase in feelings of wellbeing.
- 18%+ increase in both life skills and resilience in their first three years.
- 45% show an increase in their ability to adapt to unexpected events.
- 37% indicate an increase in coping skills when navigating demands on their time like school, family and Guides.

Consider therefore the impact on girls' mindset and confidence, if they do not participate in these activities because they have their period. Modibodi and GGA support the need for girls to develop grit, confidence, and a growth mindset. This shared advocacy aims to help all teens put camps and sleepovers back on the agenda – and in conversation.

**Periods Don't Pause Adventures initiatives include:**

- [Modibodi teen period prepared camp and sleepover hub](#) with supportive and educational content for girls to prepare them for any type of camp or sleepover.
- [New GGA period prepared program resources](#) to build confidence and knowledge of volunteer Leaders, parents/guardians, and Girl Guides all over the country to have period conversations.
- Roll out of new Period Point Wash Stations at every Girl Guide camp so girls can wash and dry reusable period underwear that is the product preference amongst young girls.
- A unique 'Modibodi – Period Prepared Badge' for completing positive period challenges at the national Girl Guide Jamboree in September 2025.
- A donation to support Girl Guides Australia through the online purchase of every Modibodi product by members and supporters of the Guiding community.

*\*The full report "National Girl Research by Girl Guides Australia" can be accessed [here](#).*

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**MEDIA CONTACTS**

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## **ABOUT GIRL GUIDES AUSTRALIA**

We provide a brave space where girls can turn what they choose to do into springboards for who they can become. Gaining life and leadership skills through activities, community involvement and achievement awards. Designed to empower, our framework allows girls to lead their units and the adventures they have supported and mentored by adult volunteers.

Our mission is to empower girls and young women to discover their potential as leaders of their world. <https://www.girlguides.org.au/>

## **ABOUT MODIBODI**

Since 2013, Modibodi® has had one goal – to make changing the world as easy as changing your underwear. What they didn't realise, is that in doing so, they'd change the lives of their customers along the way.

Life-changing is the number one phrase heard from Modibodi customers. It's a language woven into the brand's DNA and sits firmly at the heart of what they do. Having made a name for itself globally, designing confidence-creating, life-changing apparel, Modibodi® offers comfort from periods, pee and bodily leaks, and champions conversations and initiatives that allow people to live more comfortably in themselves.

Designed with compassion and offering a sustainable solution to disposable products, Modibodi uses proprietary innovation and patented technology to ensure each and every one of their designs is market leading. For further information, [www.modibodi.com](http://www.modibodi.com)