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This Holiday Season, Give the Gift that Gives Back

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What were you the first in your family do? Fly to another country? Act on stage? For many girls in developing countries, the answer would most likely be, "I am the first to graduate." Young R&B singer JoJo knows the importance of a girl's education. This is why she is teaming up with nonprofit She's the First for their first birthday!

On November 1, She's the First, a nonprofit dedicated to sponsoring girls' education worldwide, is celebrating their one year anniversary with the official launch of their signature bracelet. (Just in time for the gift giving season!) 20% of each purchase will be donated to two She's the First partners: the Shanti Bhavan school in India and the Kenya Education Fund.

"As a young woman, I feel it is my duty to encourage and support other young girls in need so they, too, can have an equal opportunity to learn and grow," JoJo said. "I am honored to be a part of She's The First and help raise awareness for such a worthy and important cause."



To see an exclusive video from JoJo about She's the First, and to learn how to get your first STF bracelet, visit shesthefirst.org/gifts!