



GIRL IN THE WILD

MEDIA KIT



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VISION



ERADICATE
SELF-LOATHING
FOR GOOD



Our Mission

To inspire self-identifying girls and non-binary and genderqueer youth to love themselves and each other through adventure-based learning and vulnerable conversations in wild spaces.



Our Story

It started on a Tuesday in 2017. Valentine's Day.

Our founder, Kim McMullen, had written a little something about self-love and posted it on Instagram. A love note to herself of sorts. Because she needed to hear it. Because she'd been waging war with her body for nearly four decades. This post was her white flag. No more fighting. A truce with her body. Finally.

A teenage girl—Bonnie—saw the post. "I've always struggled with self-confidence," she messaged Kim. "and you inspired me to post something like this."

She sent her post to Kim. In it, she talked about her cute chin dimple and her facial scar from when she was 12. She talked about her love for vinyl records and her propensity for laughing at her own jokes. For four paragraphs, she declared her love of self.

The fire was lit.

It turned out that struggling with self-confidence was not just Kim's albatross to bear. It was a bird 'round the necks of self-identifying women and girls and non-binary youth everywhere, all walking around feeling like less to some degree. Because that's what the world had taught us to believe. That we were a mistake to fix. (Gross.)

Kim thought: Maybe we can use the power of nature, vulnerability, and true, deep, non-judgmental connection to help each other rise. Like that post did for Bonnie. Except do it exponentially—for all struggling youth.

The seed for Girl In The Wild was planted.

Two years and 171 days later, our first confidence-boosting camp for teenagers who self-identify as girls and non-binary launched.

About Kim

Our founder, Kim McMullen, is a woman who grew up thinking that she didn't deserve to take up space in the world. She hid herself under baggy clothes, behind closed doors, underneath an extra 30 pounds. She, quite frankly, hated herself and spent two decades in a state of utter self-loathing.

She was 23 when she first challenged this belief system and began to consider that maybe she did deserve more—from others and from herself. So she walked tall out of a severely toxic relationship and straight into the mountains—where she had never ever set foot before.

The voice in her head said: "You don't belong here. You're too fat. You're too weak. You're not strong enough." The voice in her heart said: "This is where you belong. Without question."

She listened to her heart.

And with the tag still on her 90L pack and brand new hiking boots, she helicoptered into the Tombstone Mountains in the Yukon to see what this adventuring thing was all about.

What she discovered in the wild was a gift like none other: her worth and capability.

Kim is now an ultrarunner, climber, hiker, sometimes-mountaineer, mama bear to her own little cub, and founder of Girl In The Wild.





“I just don’t want a single other teenager to feel what I felt for as long as I felt it.”

I created Girl In The Wild to support youth in seeing clearly for themselves how deeply worthy and capable they are so that they can walk tall and show up as who they are doing what they want to do in their way, all without apology and all with BIG confidence energy.

KIM MCMULLEN
Girl In The Wild Founder

TESTIMONIALS

Saying negative things to myself is hurtful and I know now that I deserve to be treated better by myself.

LUTHIEN

My favourite part was sitting outside under the stars at night and just getting to know each other. My new friends for life.

JADE

It's so rare for me to feel at home with such strangers but Girl In The Wild is a peek into pure unconditional communal compassion.

ARTEMIS

The women who run the camp are so full of love and respect and excitement.

RUBY

Camp reminded me of the beauty in my smile—and in the other girls' smiles, too.

SKY

I learned that people find value in me as a person because of my great qualities not because of my physical appearance.

LUCY



LET'S COLLABORATE

Book our founder, Kim McMullen, for your next event, media feature, or podcast. Contact kim@girlinthewild.ca for more info.

For brand assets and photography, visit girlinthewild.ca/media.

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