

# Rowan and Girls on the Run Partner to Celebrate Confidence, Milestones, and Self-Expression

CHARLOTTE, NC, UNITED STATES, October 11, 2025 /EINPresswire.com/ -- In celebration of International Day of the Girl, [Rowan](#), the leading ear piercing brand known for safe and celebratory experiences by nurses, is proud to announce a first-of-its-kind partnership with [Girls on the Run International](#), a nonprofit dedicated to helping girls realize their limitless potential through programming that builds confidence, develops vital life skills, and inspires a love of movement.

This fall, Rowan will appear at select [Girls on the Run 5K events](#), supporting participants as they celebrate the goals they've worked so hard to achieve. In addition to being on the ground at these inspiring events, Rowan will also be activating in their studios throughout the school year — bringing the energy and mission of Girls on the Run to their own community spaces. Spring 2026 will build on the momentum of this fall, expanding their impact and deepening their presence in even more communities across the country.

"At Rowan, every piercing is a milestone, and every milestone can be celebrated with a piercing. We're incredibly proud to be a part of this chapter in so many girls' lives," said Louisa Schneider, Founder & CEO of Rowan. "There's nothing more rewarding than helping her celebrate who she is and how far she's come alongside the people who love and support her. This partnership is about helping girls feel strong, seen, and celebrated."

Rooted in a shared mission of empowerment through confidence, self-expression, and community, Rowan and Girls on the Run are joining forces to create joyful, meaningful moments for girls and their caregivers. Whether crossing the finish line of a 5K or getting their ears



Look for Rowan at select Girls on the Run 5Ks this fall, and throughout the country this spring as they continue to support the GOTR mission and bring communities together.

pierced, these moments represent more than just milestones — they're opportunities for bonding, growth, and celebration.

"At Girls on the Run, we celebrate the power of individuality, joy, and confidence, and are proud to collaborate with a company like Rowan that reflects those same values in their products," said Elizabeth Kunz, Chief Executive Officer, Girls on the Run International. "With their support at 5K events this fall and beyond, we'll elevate the celebratory experience for girls as they cross the finish line and accomplish hard-earned goals. We are excited to partner with Rowan in bringing even more sparkle to these unforgettable moments, where every girl can activate her limitless potential."

This is just the beginning of the Girls on the Run and Rowan partnership. Look for Rowan at select Girls on the Run 5Ks this fall, and throughout the country this spring as they continue to bring communities together around confidence, self-expression, and achievement.

Follow @heyrowan and @girlsontheruninternational on Instagram to stay up to date on the latest partnership news.

#### About Rowan

Rowan is an ear piercing and hypoallergenic jewelry brand with studios across the US. Mom-founded and women-led, Rowan is built on the values of safety and celebration. Backed by a medical advisory board, all Rowan piercings are performed by licensed nurses to deliver the safest piercing experience for all ages. All of Rowan's top-quality hypoallergenic jewelry is designed or curated in-house to ensure that every piercing stays healthy. At Rowan, every piercing is a milestone and every milestone can be celebrated with a piercing, or a new pair of hypoallergenic earrings.

#### About Girls on the Run

Girls on the Run creates and offers empowering after-school programs designed for girls in grades 3 to 8. The nonprofit helps participants build confidence, increase physical activity, and develop life skills like managing emotions, resolving conflicts, and forming friendships. With the support of trained coaches, team members activate their limitless potential through a blend of physical activities and engaging lessons. The research-based curriculum explores topics relevant to 8- to 13-year-old girls, such as expressing empathy and standing up for oneself and others. The program includes a Community Impact Project and culminates with a celebratory 5K. Since 1996, Girls on the Run has served more than 2.7 million girls across all 50 states and Canada. Discover more at [girlsontherun.org](http://girlsontherun.org).

Kelly McGuire

Girls on the Run International

+1 330-502-3043

[kmcguire@girlsontherun.org](mailto:kmcguire@girlsontherun.org)

Visit us on social media:

[LinkedIn](#)  
[Instagram](#)  
[Facebook](#)  
[YouTube](#)  
[X](#)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/856288720>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.