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FEMALE ENTREPRENEURS START THE GIRLFRIEND CONNECTION TO FOSTER FRIENDSHIPS, IMPORTANCE OF FACE-TO-FACE CONNECTIONS

GILBERT, Ariz. (July 30, 2019) — As forging relationships over social media becomes a norm, The Girlfriend Connection, LLC (TGC) was created by two female entrepreneurs, Liz Norwood and Allie Stark, to show the importance of face-to-face connections and to draw greater awareness to the need for personal connections in the digital age through Facebook ‘Girlfriends’ groups. While technology can provide immediacy and efficiency, most true friendships take years to develop. A recent study by global health services company [Cigna](#) through Ipsos revealed that although people are more connected than ever, society is lonelier than it ever has been. In fact, the nationwide survey revealed that 47 percent of Americans did not have interpersonal interactions with a friend or family member on a daily basis.

“With everything going on in today’s world, women supporting women and girlfriends are more important than ever,” said Allie Stark, Co-Founder of The Girlfriend Connection, LLC. “Female friendships make you healthier, happy, less stressed, live longer and you feel more beautiful.”

Ironically founded on Facebook, these Girlfriends groups work to build face-to-face relationships among family- and community-minded women in an age when communication is largely over the internet. The Girlfriend Connection, LLC helps members make connections throughout the U.S. that will last a lifetime. In addition to the original Gilbert Girlfriends with currently 6,500 members, there are six more ‘Girlfriends’ chapters including Chandler, Mesa, Scottsdale, Tempe, Ahwatukee and Queen Creek/San Tan Valley. Outside of Arizona, Highlands Ranch Girlfriends in Colorado, Jupiter Girlfriends in Florida and Marion/Cedar Rapids Girlfriends, Iowa have been started.

About The Girlfriend Connection, LLC and the first girlfriends group “Gilbert Girlfriends”

Gilbert Girlfriends is a Facebook group started in August 2017 by Liz Norwood, who was new to Gilbert and needed new friends. The group has grown to more than 6,500 members or “girlfriends” in less than two years. TGC was created so girlfriend groups throughout the U.S. can be created, managed and supported.

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