



BETH M. HOWARD

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May 1997

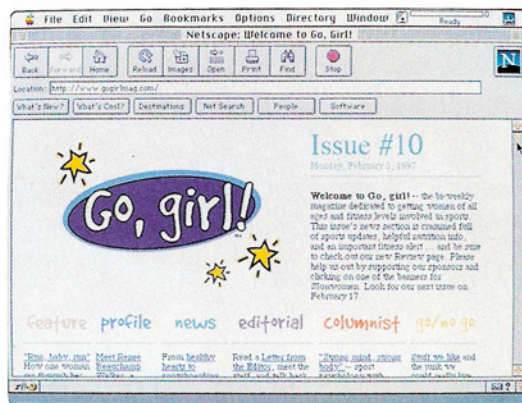
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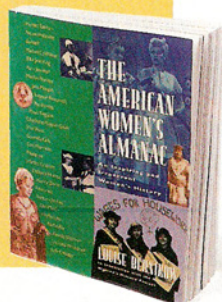
Go, girl: The E-mag

Next time you're surfing the Net, check out Go, Girl! Magazine, a spunky new fitness-and-sports Web site created by Melissa Joulwan. The 28-year-old grew up in an inactive family, never thinking much about exercise. Then, in college, she discovered aerobics — “Kathy Smith’s Fat Burning System” got me started” — and after that, triathlons. Now, fit and 50 pounds lighter, she’s inspiring others through her online magazine. The graphics are whimsical and colorful, the writing is energetic and playful, and the motto positive: “Dedicated to getting women of all ages and fitness levels involved in sports.” The biweekly updated site profiles “amateur athletes



RONI RAMOS

Herstory Expect to be amused and educated by *The American Women's Almanac, An Inspiring and Irreverent Women's History* (The Berkley Publishing Group, 1997). You'll learn how two silk hankies, pink ribbon and a needle and thread made the first backless bra; how female athletes gained footholds in the Olympics and elsewhere; how menstrual products evolved — from linen and cheesecloth “napkins” to the first tampon.



who take their sports as seriously as the pros,” runs feature stories such as “how to brake on in-line skates” and covers the latest in women’s sports, health, fitness and nutrition. There’s a breast cancer section in every issue, a sports psychology column once a month. “If women perceive themselves as athletes, they will make better choices about their lifestyle and their eating habits,” Joulwan says. Letters from readers are glowing. “Thank you for showing us real women,” says one.

Six weeks after its debut, the site was awarded the “Hot Site” honor by *USA Today*; Yahoo Web browser named it “Pick of the Day.” Find it at

<http://www.gogirlmag.com>

—B.M.H.

RONI RAMOS

[stuff we love]