



Tell Her™

When a woman inspires you, #tellher.



A few words start a wave ...

In a locker room in 2017, a woman approached Fellow Flowers founder Mel Charbonneau and simply said, "You looked really strong out there. You can tell you are a swimmer."

Before this moment, Mel's confidence in her swimming was shaky at best. Yet, this woman saw something completely different. She saw confidence and strength and she saw a swimmer. This one small moment of kindness helped Mel recognize and honor her progress and the powerful ripple effect that occurs when women use their voices to lift each other up.

And it inspired her to start Tell Her.

Mel posted about the moment on social media and it went viral. She began writing impromptu love notes to women she noticed being brave and doing something inspiring.

In 2019, Mel officially launched Tell Her, a collection of notecards designed for women to give to a woman to show that she's seen, she's understood, she's celebrated. Each card features an original quote from Mel set to a beautiful ocean-themed backdrop.

The original collection of Tell Her cards sold out quickly, and prompted Mel and her team to develop five unique collections for the 2019 holiday season. Along with the original collection, lovingly named the Wave Collection, the others were the Truth, Girlfriend, Warrior and Storm collections. Each contained messages curated for a unique experience rooted in understanding, supporting, challenging and cheering on women.

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Like the simple compliment that sparked Tell Her, each card that's given creates a ripple. Collectively, the cards form a surge of empowerment that encourage women to be brave, authentic, resilient and joyful — and to know they have a sisterhood of support behind them.

The Tell Her movement is just getting started, with more cards, products and excitement to come.

About Mel

Mel Charbonneau is the founder of Tell Her and Fellow Flowers, a women's empowerment company that creates spaces, products and opportunities for women to own their stories. She is an entrepreneur, writer, coach and runner who lives in Wisconsin with her husband and three daughters.

Connect

Find Tell Her on Instagram at [@tellherproject](https://www.instagram.com/tellherproject).

For More

For additional information or to request an interview with Mel Charbonneau, please contact communications director Katie Vaughn at katie@fellowflowers.com

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