

**For Immediate Release**  
January 1, 2010



Girl Scouts of the Northwestern Great Lakes, Inc.

**Contact:**

Ann Saris, VP of Brand and Marketing  
715.423.6360, [asaris@gsnwgl.org](mailto:asaris@gsnwgl.org)

## **Girl Scouting – A Better Beginning**

January, the month named after Janus, the god of gates, doorways and beginnings in Roman mythology, is the month many of us make a commitment for our own new beginning...to do a little better job leading our life, or some aspect of it.

The most popular resolutions in the U.S. today are to get healthier, help others more, save money, improve grades, get organized, stress less, eat right, quit a bad habit, be more independent, or learn something new. This probably won't come as a big surprise to most of you, but this list reads like a Girl Scout year to me. And why wouldn't it? The entire design and philosophy behind Girl Scouting, since 1912, has been to open doors and provide girls with a positive beginning.

The thing is, New Year's resolutions usually fall by the wayside before they have a chance to create any real impact in our lives. More than a third don't make it past January, and over three quarters are abandoned soon after. Why is this? Because they're not part of our core beliefs.

The struggle most of us have with resolutions is that we take something that doesn't have any real consequence to us and hope it sticks. Resolutions lack a foundation of meaning and personal relevance that cripples their staying power. Sure, you might start with an initial burst of enthusiasm that gets you through several weeks, but it doesn't last. Motivation is like the boosters of a rocket – giving a quick shot of energy to get you started, but it's not sustainable. What you need is something more fundamental, something that comes from inside, something that's based on the things that are deeply important to you. These are often the beliefs and habits we developed during our youth. And these are the things that stick with us and have lasting impact throughout our lives.

In Girl Scouting, this list of popular resolutions is far more than a short-term effort of 'shoulds' and 'oughts'. It is simply a way of life, a foundation of traits, habits and practices empowering girls to live healthier, happier, more productive lives.

Making a concerted effort each year to lead better, healthier, smarter lives is very admirable. Laying the groundwork during girls' formative years to approach every day, week, and new year with a core commitment to leading a sound life – one that is healthy, giving and self-sufficient - is more than admirable. It's priceless.

Ann Saris is VP of Brand and Marketing at Girl Scouts of the Northwestern Great Lakes, a proud United Way partner program. Ms. Saris can be reached at [asaris@gsnwgl.org](mailto:asaris@gsnwgl.org), or 888.747.6945 ext. 5016.

###