



For Immediate Release

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So, March already -- the burgeoning of spring and the occurrence of Girl Scout week (our 97th birthday!) – how apropos for Women’s History month.

On March 12, 1912, a visionary and definitely ‘out-of-the-box’ socialite from Savannah, Georgia, Mrs Juliette Gordon Low, called her cousin to say “get over here, quick! – I’ve got something for all the girls of Savannah and all of America, and we’re going to start tonight!” So began the first Girl Scout troop meeting, with eighteen eager young women.

Today, nearly a century later, Girl Scouting is a dynamic Movement all across the nation, just as our Juliette envisioned. We are nearly 3 million strong in girl members, and we remain as relevant today as we were then – meeting the needs of those served by empowering them to drive the program’s development and delivery. We are relevant to the communities in which Girl Scouts live and serve, too, due to the countless hours of much-needed social capital, ie elbow grease and TLC, given by girls.

It isn’t easy building girls of courage, confidence and character in the world today, nor is it a simple feat to motivate our youth to action and duty beyond self. But Girl Scouting, with the a century of pragmatic experience, the expertise of the Girl Scout Research Institute, and a wide network of recognized support, is able to accomplish all this and more on a daily basis. Every day, we are fortunate to get to watch and listen to girls dreaming dreams, making plans, and taking real action that matters to them very personally.

Our visionary founder identified the horizon and set the pace, and then left the rest in the passionate and caring hands of the volunteers that would make it reality for our girls. She inspired with words such as: “We must accept the fact that transport and communications will bring the world in close relations and the youth of the world should have standards and ideals in common. To put oneself in another’s place requires real imagination, but by doing so each Girl Scout will be able to live among others happily.”

Today, Girl Scouts travel across counties, countries and oceans to better understand others, to lend a caring hand, and to cultivate their youthful imaginations - thereby preparing to live among others happily and productively. This month, when you see Girl Scouts, think not just Women’s History, but women’s future, too.

Ann Saris is VP of Brand and Marketing for Girl Scouts of the Northwestern Great Lakes, Inc., serving 24,000 girls and 6,600 volunteers in 58 counties across Wisconsin and Michigan’s Upper Peninsula.

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