

FOR IMMEDIATE RELEASE

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GIRL SCOUT COOKIE PROGRAM: IT'S ABOUT THE GIRLS—NOT THE COOKIES!

(Elgin, IL) Every year, thousands of girls across Sybaquay Council gain valuable knowledge, while providing their communities with a special treat—Girl Scout cookies!



Since 1917, the Girl Scout cookie activity has become a famous annual event that has helped girls develop important leadership skills they will use throughout their lives. An integral part of Girl Scouting's Business and Economic Literacy initiative for girls ages 6–17, the Girl Scout Cookie Program helps girls in unique ways. Besides gaining financial, marketing, and public speaking skills, cookie activities provide girls with valuable experiences that build their self-confidence and help them develop their own personal leadership style. For example, a shy girl can overcome her fear of approaching people by working at her troop's Cookie Shop or going door-to-door with other girls from her troop. A girl who might feel she isn't good with numbers can build her confidence by keeping track of sales and learning to make change. Whether they are dreaming of becoming a doctor, teacher, businesswoman, superstar athlete, or president of the United States, the Girl Scout Cookie Program gives them the self-esteem they need to reach for the stars.

Through the Girl Scout Cookie Program, girls manage inventory, set goals, learn money management, and develop marketing skills. Essentially, the girls run their own business! The entire troop sets a goal and follows a plan leading towards that goal. A Girl Scout troop may use proceeds from the cookie activity to fund a community service project or to plan for an exciting trip.

"The Girl Scout Cookie Program is a valuable part of the Girl Scout experience. The skills girls gain truly help them to develop into future leaders," said Jane Carter, CEO of Girl Scouts - Sybaquay Council. "It is always exciting to see girls developing skills they might not realize they are developing while it is happening." Many successful women have credited their business skills to the Girl Scout Cookie Program, making it the premier business and economic literacy program for girls in the United States.

Here in Sybaquay Council, girls will be out in force taking orders for cookies January 6–27, 2007. We are proud to announce that all varieties of America’s favorite cookies are now “trans-fat free,” including Sybaquay’s Thin Mints, Peanut Butter Sandwich, Shortbread, Caramel de Lites, Peanut Butter Patties, Thanks-a-Lots, Reduced Fat Cartwheels, and a new cookie—Lemonades. And remember, good taste is just the beginning of what your \$3.50 buys! For more information or if you aren’t approached by a Girl Scout during our sale, you may call Sybaquay Council at 847-741-5521 and we will have a Girl Scout contact you for your order.

Girl Scouts - Sybaquay Council serves nearly 11,000 girls from more than 50 communities throughout McHenry County, and parts of Cook, DeKalb, DuPage, Lake, LaSalle and Kane counties. Girl Scouts of the USA is the preeminent organization for and leading authority on girls, with a membership of more than 3.7 million girl and adult members. Now in its 95th year, Girl Scouting builds girls of courage, confidence and character, who make the world a better place.

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