



Girl Guides
of Canada
Guides
du Canada

MEDIA RELEASE

For Immediate Release:
Wednesday, October 14, 2015

Girl Guide Cookie Lovers Rejoice!

Chocolatey Mint Cookies are now at over 150 SmartCentres & Sears locations across Canada
Just in time for Cookie Days: Saturday, October 17 & Sunday, October 18

Toronto, Ontario – Now cookie lovers can satisfy their Girl Guides of Canada–Guides du Canada cookie cravings at even more SmartCentres across Canada. **During Cookie Days (Oct 17 & 18) thousands of girls and young women will be selling the delicious Chocolatey Mint Girl Guide treats at over 100 SmartCentres nationwide and numerous Sears Canada Inc. (Sears) locations across Canada.** It is only for a limited time. Get them before they are gone.

At **\$5.00 a box**, Girl Guide cookies are a delicious way to support Girl Greatness in local communities. Cookie sales provide Girl Guide units with resources for activities and local community service projects, and funding for camps and travel. Cookie selling is an integral part of Guiding’s leadership programming, allowing girls to gain confidence and valuable life and business skills in planning, goal setting, teamwork, communications and money management.

"SmartREIT is delighted to welcome the Girl Guides Cookie Campaign at our SmartCentres across Canada and at Toronto Premium Outlets in Halton Hills. Not only are the cookies great tasting but the proceeds from the cookie sales support programs and activities for girls and young woman," said Huw Thomas, President, SmartREIT.

Girl Guides is proud to continue working with Sears, our long standing supporter, to bring Canadians this time honoured treat. “Sears is very pleased to welcome Girl Guides of Canada to our stores at this special time of year,” said Vincent Power, Vice-President, Sears. “Sears supports programs that help young people develop into healthy and responsible members of society and Guiding reflects long-enduring principles that help today’s girls grow and contribute. Cookie Days are welcomed by Canadians everywhere and Sears is glad to be able to make it easy for its customers to pick up their Chocolatey Mint Girl Guide Cookies where they shop most frequently.”

CRUNCHING THE COOKIE NUMBERS

This Fall

2,836,320 boxes of Girl Guide cookies will be sold

24 cookies are in a box

TOTAL 68,071,680 CHOCOLATEY MINT SOLD

That's almost 2X the population of Canada!

That's 2 cookies for every Canadian woman, man and child

Classic or Chocolatey Mint?

Classic Chocolate and Vanilla Girl Guide Cookies	64,114,560
Chocolatey Mint Girl Guide Cookies	64,117,115
Chocolatey Mint by a nose	

Classic and Chocolatey Mint cookies sold in a year: 128,231,675

Set out lengthwise they would stretch 6,401 km

Across Canada they would reach from the Pacific Ocean to the Atlantic Ocean, with more than 15 million cookies to spare

Stacked they would reach a height of 1,221 km

It takes approximately 45 seconds to devour a Girl Guide cookie

It takes more than 462,000 kg of flour to bake a year's worth of Girl Guide cookies

That's equivalent to the weight of over 102 elephants

At \$5 per box, Girl Guide cookies are a sweet deal

NO MATTER HOW YOU STACK 'EM, GIRL GUIDE COOKIES ARE A TASTY TREAT!

girlguides.ca

girlguides.ca

Girl Greatness Starts Here!





Girl Guides
of Canada
Guides
du Canada

MEDIA RELEASE

For Immediate Release:
Wednesday, October 14, 2015

Girl Guides' Chocolatey Mint Cookies are produced in a nut-free/peanut-free bakery with the cookie tradition starting in 1927. A Guider in Regina baked cookies for her girls to sell as a simple way to raise money for uniforms and camping equipment – and it caught on. Today Canadians eagerly await the arrival of Chocolatey Mint Cookies each fall and Classic Cookies each spring.

To find out where cookies are being sold visit girlguides.ca and checkout the [cookie-finder map](#). Girl Guide cookies also have their very own Twitter account [@girlguidecookie](#).

About Girl Guides of Canada–Guides du Canada:

Guiding provides a safe environment that invites girls and young women to challenge themselves, to find their voice, meet new friends, have fun and make a difference in the world. Girl Guides of Canada–Guides du Canada (GGC) strives to ensure that girls and women from all walks of life, identities and lived experiences feel a sense of belonging and can fully participate. Girl Guides is an organization with more than 105 years of history and a strong and growing future. Join Us.

-30-

For more information or to arrange interviews, contact:

Karen Cole
Manager, Marketing & Strategic Alliances
Girl Guides of Canada, National Office
50 Merton Street
Toronto, ON, M4S 1A3

Tel. (416) 487-5281 ext. 264
Fax (416) 487-5570
Email: colek@girlguides.ca

girlguides.ca



Girl Greatness Starts Here!