



Girl Guides
of Canada
Guides
du Canada

MEDIA RELEASE

For Immediate Release:
Monday September 15, 2014

Girl Guides of Canada – A new Guiding year brings awesome opportunities for girls and women across Canada

Toronto, Ontario – September brings the start of the new Guiding year in communities across the country. Over 90,000 girls and women are set to participate in Girl Guides of Canada–Guides du Canada (GGC) programs that are so much more than cookies and camping. Girls aged five to 17 will take part in activities that allow them to explore and learn about the environment, money management, the importance of respect and gender equality, and the value of giving back to their communities both close to home and globally. Integral to every activity and program is the opportunity to learn and grow, all while having fun and establishing lasting friendships.

As the Guiding year begins, GGC is excited to welcome four new members to the Board of Directors. Pamela Rice, from Beaconsfield QC, is the new Chief Commissioner-Elect. Pamela has been active in Guiding since she was a girl and has held many positions within the organization, most recently serving as Provincial Commissioner for the Quebec Council. Holly Thompson, from New Minas NS, is the newly-elected Deputy Chief Commissioner-Provincial. Karen Bozynski, from Toronto ON, and Janet Mann, from Whitehorse YT, are both serving as Directors of the Board.

Fall also means the return of Girl Guide cookies, GGC's official fundraiser. Girls are ramping up to sell the much-anticipated Chocolatey Mint Cookies in their neighbourhoods. To find out where they are being sold visit www.girlguides.ca and check out the cookie-finder map. Every time someone buys a box of cookies, they are helping Girl Guide units participate in activities, service projects, camps and travel.

GGC offers members a wide range of unique and exciting travel opportunities – both within Canada and internationally. Trips this past summer to locations such as Peru, the Sea of Cortez and Churchill, Manitoba gave girls the chance to experience cultures and geography vastly different from their own, take part in service projects and exploration, and create friendships with girls from across the country. The itinerary for next summer is being finalized and will be announced on www.girlguides.ca by the end of September.

GGC programming is constantly evolving to meet the changing needs of its members. The Girls Count program is entering its second year and will be delivered to 150 units across the country in November and March. In collaboration with TD Bank Group, it is a dynamic financial literacy program developed to help girls learn the fundamentals of money management, enabling them to make confident, beneficial choices as they move forward in their lives and careers.

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Also new this fall is the launch of Make a Difference Days. This year Girl Guide units will have the opportunity to celebrate five special days with unique programming and activities that will allow them to learn about and explore issues of significance around the world. The following days will be recognized, supporting a key component of the GGC Mission to enable girls to make a difference in the world:

- International Day of the Girl, October 11 – advancing girls’ rights across the globe
- 16 Days of Activism Against Gender-Based Violence, November 25 to December 10 – supporting the goal to eliminate violence against girls and women
- National Service Project Literacy Celebration Day, January 26 – raising awareness of the positive impact literacy can have in an individual’s life and community
- World Thinking Day, February 22 – celebrating the power of the global sisterhood of Guiding, with a focus on inclusivity and diversity
- Global Youth Service Day, April 17 to 19 – supporting young people working together to address critical issues around the world

Registration for the 2014 / 2015 Guiding year is ongoing at www.girlguides.ca.

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. GGC is an organization with more than 100 years of history and a strong and growing future. Join Us.

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