

Media Release

FOR IMMEDIATE RELEASE:

COOKIES! COOKIES! GET YOUR GIRL GUIDE COOKIES AT SEARS! Girl Guides National Cookie Day at Sears, Saturday, April 2, 2011

Toronto, Ontario – March 28, 2011 – Girl Guides of Canada-Guides du Canada (GGC) is proud to partner once again with **Sears Canada** for **Cookie Day at Sears on Saturday, April 2, 2011**. In communities right across the country, girls ranging from 5-year-old Sparks to 18-year-old Rangers will be selling the famous **classic chocolate and vanilla Girl Guide cookies** to support their Unit's activities, leadership projects and international travel. At only **\$4.00 a box (tax included)**, Girl Guide cookies are more than a tasty Canadian tradition – they're a great way to make a difference in the lives of girls in your neighbourhood and right across the country.

Girl Guide cookies are the official fundraiser for Girl Guides across Canada and the classic vanilla and chocolate cookies are one of the best-selling sandwich cookies in the country. This spring, Canadians will purchase more than 2.9 million boxes - that's more than 58 million classic vanilla and chocolate Girl Guide cookies being gobbled up nationwide.

Money raised through cookie sales ensures that Canadian girls have opportunities to not only make a difference in their local communities but to also learn about and make a difference in the world at large. Cookie sales provide Units with resources for activities and local community service projects as well as funding for camps and international travel. This important fundraiser also helps girls and young women gain valuable skills including planning and goal setting, teamwork, responsibility, money management, problem solving and improved communications skills.

"Sears is a proud supporter of Girl Guides of Canada and their development of young women and youth," says Eliana Cugini, Manager, Media and Public Relations, Sears Canada Inc. "Guiding today is a unique blend of the old and the new. It's fun, active and relevant. It addresses the pressures that modern girls face by teaching them exciting skills in a safe environment. Sears is happy to welcome Guiding Units from across Canada in our stores for Cookie Day."

Cookie Day at Sears features 351 Girl Guide Units in over 100 participating Sears' retail, home, catalogue and outlet stores across the country. To find a location in your community go to www.girlguides.ca/where_to_buy.

Girl Guides have been selling cookies in Canada since 1927 and our cookies are produced in a nut-free/peanut-free bakery to ensure that more Canadians than ever can enjoy them. Our classic chocolate and vanilla Girl Guide cookies now have 0 g trans fat per serving.

About Girl Guides of Canada-Guides du Canada

Girl Guides of Canada-Guides du Canada is the country's leading organization for girls and women, offering them opportunities to discover new interests and develop leadership and life skills. Guiding's contemporary programming prepares girls to meet the challenges they face with confidence and creativity. Today's Guiding program helps girls learn about global and cultural awareness, career exploration, science and technology and the arts. They work on environmental projects and explore important issues such as cyber-bullying, self-esteem and body image, and develop the skills needed to speak out and take action on issues that are important to them.

Guiding is open to all girls and is a place for women who want to better their community by helping girls develop their potential. It's a place for personal growth, mentoring and travel opportunities, and girls and women can join at any time throughout the year. For more information please visit girlguides.ca.



Girl Greatness Starts Here!

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