

Classic Girl Guide Cookies Return! Available at Sears stores nationwide during Cookie Days in Canada Saturday, April 12 and Sunday, April 13

Toronto, Ontario – **Next weekend Girl Guides of Canada-Guides du Canada and Sears Canada Inc. (Sears) are teaming up again during Cookie Days 2014.** Nationwide, at over 100 Sears stores, girls ranging from 5-year-old Sparks to 17-year-old Rangers will be selling the much-loved chocolate and vanilla treats. It is **anticipated that over 60 million cookies will be sold as sales continue throughout the spring.**

At **\$5.00 a box**, Girl Guide cookies are a delicious way to support Girl Greatness in local communities. Girl Guide cookies are the official fundraiser for Girl Guides across Canada and the **classic chocolate and vanilla** cookies are a time-honoured Canadian treat. Cookie sales provide Girl Guide units with resources for activities and local community service projects and funding for camps and international travel. Cookie selling is not only a fun way to raise funds, but an integral part of the Girl Guides leadership programming. Girls gain confidence and valuable life and business skills in planning and goal setting, teamwork, communications and money management.

“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 modern 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 Classic Girl Guide cookies where they shop most frequently.”



This cookie season is extra ‘sweet’ as there will be an increased focus on **selling the classic chocolate and vanilla cookies door-to-door**, making it even easier for Canadians to purchase them. Also, with the assistance of the Girl Guides’ baker, Dare Foods Limited, the **famous classic cookies are now certified as kosher**. Since all of the ingredients in the cookies are either Kosher certified or deemed Kosher by their nature, Girl Guides was able to obtain formal certification earlier this year.

Girl Guides’ classic chocolate and vanilla cookies are produced in a nut-free/peanut-free bakery. The Girl Guide cookie tradition started in 1927, when a Guide leader in Regina baked cookies for her girls to sell as a simple way for them to raise money for uniforms and camping equipment. Today Canadians eagerly await the arrival of classic Girl Guide cookies each spring and chocolate mint cookies each fall.

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](#)



Girl Guides
of Canada
Guides
du Canada

MEDIA RELEASE

For Immediate Release:
Thursday, April 3, 2014

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 100 years of history and a strong and growing future. Join Us.

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