



**FOR IMMEDIATE RELEASE:** August 15, 2011

## Girl Greatness Starts with Girl Guides!

### Girl Guides welcomes new members during Membership Day at Sears - August 20, 2011

Toronto, Ontario — **On August 20<sup>th</sup>, 2011 Girl Guides of Canada-Guides du Canada (GGC) Members will be at Sears Stores across the country to welcome new and returning girls and women for another fun-filled year of Guiding.** GGC girl and adult Members will be on hand in over 50 **Sears** retail, and **Whole Home** locations nationwide providing information about Guiding's innovative and contemporary programs, leadership resources and international opportunities.

"Sears proudly champions Girl Guides of Canada and their commitment to the development of confident and resourceful girls and young women" said Eliana Cugini, Director, Corporate Affairs and Communications, Sears Canada Inc. "Guiding supports the needs of modern girls and uplifts communities. Sears is happy to welcome Guiding Units across the nation into our stores for National Membership Day."

Girl Guides gives girls the tools and resources they need to achieve greatness. Today's Girl Guides 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 bullying, self-esteem and body image. Girl Guides offers a safe, all-girl environment that invites all girls to challenge themselves, find their voice, meet new friends and make a difference in the world.

Recently Canadian Girl Guide Members have:

- met with the Duke and Duchess of Cambridge to discuss the service of Canadian youth in building a smart and caring nation
- worked to eradicate hunger and poverty donating over 40,000 kgs (88,000 lbs.) of food, clothing and diapers and thousands of hours of time to Canadian food banks
- been a voice for girls on the world stage participating in the United Nations Conference on the Status of Women, and the 16th Conference of the parties of the UN Framework Convention on Climate Change
- raised over \$130,000 for the Canadian World Friendship Fund, supporting our Guiding sisters around the world and providing mutual aid to assist those devastated by the recent disasters in Australia, Brazil, Sri Lanka, The Philippines, Haiti, Chile and Pakistan

Information on [participating Sears stores](#) and joining Girl Guides is available at [www.girlguides.ca](http://www.girlguides.ca) or by calling our membership hotline at 1-800-565-8111. **New this year – online registration and our Unit finder tool allow girls, parents and volunteers to find a Guiding Unit in their community!** With over 6,100 Girl Guide Units it's easy to be a part of the country's largest organization for girls and women.

**National Membership Day is a precursor to Girl Guides of Canada's National Membership Week from September 10-18, 2011.** During National Membership Week Guiding Units across the country open their doors and host events in their local communities.

**About Girl Guides of Canada-Guides du Canada**

For more than 100 years, Girl Guides of Canada-Guides du Canada has been the leading organization dedicated solely to girls. In an environment where girls and young women feel safe, respected, supported and inspired, girls learn to develop the skills, resources and qualities they need to achieve greatness.

Girl Guides of Canada strives to ensure environments where 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 over 100 years of history, and a strong and growing future. Join Us.

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For more information, contact:

Nisha Lewis  
Supervisor, Marketing and Media Relations  
Girl Guides of Canada, National Office  
Tel. (416) 487-5281 ext. 248  
Fax (416) 487-5570  
E-mail: [lewisn@girlguides.ca](mailto:lewisn@girlguides.ca)