



FOR IMMEDIATE RELEASE: October 8, 2013
Toronto, Ontario—Girl Guides of Canada-Guides du Canada (GGC)



Things are Looking Green for 2014! Operation Earth Action is Extended for a Second Year



TD Friends of the
Environment
Foundation

Service to our communities is an integral part of Girl Guiding and Girl Guides of Canada's National Service Project (NSP) is an opportunity for girls to take action on issues that matter to them and to make an impact on the world around them. Last year we launched the NSP: **Operation Earth Action** based on the United Nation's Millennium Development Goal #7— ensuring environmental sustainability. This project focuses on girls performing service for the environment in fun and inspiring ways.

Operation Earth Action challenges girls to become more environmentally aware and to take simple steps that collectively have a big impact. Due to overwhelming success, Operation Earth Action has been extended and we are pleased to announce that TD Friends of the Environment Foundation is the presenting sponsor for year two.

Building on the momentum from last year, two new activities have been added for 2013-14:

Transforming Trash to Treasure

By challenging themselves to find new ways to use items and materials that they might otherwise throw away, girls will learn how simple steps can have a major environmental impact.

Building and Supporting Animal Habitats

Through building animal habitats and preserving or restoring an outdoor space, girls will directly impact and improve local habitats and the lives of various species in their natural community.

This activity is sponsored by the Sustainable Forestry Initiative (SFI).

Operation Earth Action Year 1 Achieved Stellar Results:

Girl Guides across Canada have accepted the challenge to explore green issues and get creative with solutions — over 7,800 Operation Earth Action Girl Guide crests have already been awarded to Girl Guides across Canada.

Plant a Tree, supported by TD Friends of the Environment Foundation, provides a hands-on way to raise awareness of environmental issues and transform green spaces in our communities

- 16,166 trees have been planted across Canada contributing to a growing green canopy

Map Your Meal, supported by Sobeys Inc., examines the impact of our food choices and explores the importance of eating locally grown and raised food when possible

- 612,829 km have been saved by Mapping a Meal

Create Your Own Beauty and Cleaning Products is an activity that looks at chemical-free alternatives to everyday products that girls can create themselves

- 1,650 batches of green products (laundry detergent, all-purpose cleaner, shampoo, and face masks) have been made using common natural ingredients

Pledge to Use Reusable Bags, supported by Loblaw Companies Limited, encourages girls to reduce waste by choosing multi-use bags

- 299 girls have pledged to use reusable shopping bags

Pledge to Use Reusable Water Bottles encourages using a reusable bottle whenever possible

- 310 girls have pledged to use reusable water bottles

Be an Energy Detective, supported by Sears Canada, encourages girls and their families to investigate ways to make their homes and lives more energy efficient

- 67 energy audits have been completed

The numbers are growing every week! With all these actions to help improve our environment, Girl Guides really make a difference! To learn more about Operation Earth Action and the fun, innovative activities girls are involved in, please visit the [NSP website](#).

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 over 100 years of history and a strong and growing future. [Join Us](#).

For more information, please contact:

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Girl Guides Chocolately Mint Cookies are now for sale!

And don't miss Cookie Days on October 19-20 where Girl Guides will be selling cookies at participating Sears across Canada.

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