



Girl Guides
of Canada
Guides
du Canada

MEDIA RELEASE

For Immediate Release:
October 10, 2012

Girl Guide Cookie Days in Canada, October 13 & 14! **Girls selling famous chocolatey mint cookies in Sears stores across Canada this weekend**

Toronto, Ontario – **It's Girl Guide Cookie time Canada!** This weekend, **October 13 & 14**, girl entrepreneurs ranging from 5-year-old Sparks to 18-year-old Rangers **will be in Sears stores across Canada selling delicious Girl Guide chocolatey mint cookies** to support their activities, community service projects and international adventures.

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 Chocolatey Mint cookie is a fall favourite.

This year the Girl Guide Cookie box has a fresh new design reflecting the fun, friendship and adventure that is Girl Guides. In designing the new box, the creative team from Anthem! were inspired to share the journey of Girl Guides, from Sparks and Brownies to Guides, Pathfinders and Rangers all are showcased.

Each box of cookies sold supports dynamic Girl Guide programs and activities that encourage girls to develop their leadership potential, use their talents and push their boundaries while fostering their self-esteem. The Girl Guide program continually provides opportunities that allow girls to discover, explore, be adventurous and make a difference, while building on the leadership and life skills that increase their confidence year after year.

Once again **Girl Guides of Canada-Guides du Canada** is proud to partner with **Sears Canada** for **Cookie Days in Canada, October 13 & 14**. Hundreds of girls and young women will be in over 100 Sears stores nationwide to sell Girl Guides' chocolatey mint cookies.

"Sears is very pleased to welcome Girl Guides of Canada to our stores at this special time of year," said Vincent Power, Divisional Vice-President, Sears Canada Inc. "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 Day is welcomed by Canadians everywhere and Sears is glad to be able to make it easy for its customers to pick up their chocolatey mint treats where they shop most frequently."



GirlGuides.ca

Girl Greatness Starts Here!

[GirlGuidesCANblog](#)





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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' chocolatey mint 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 chocolatey mint cookies each fall and classic vanilla and chocolate cookies each spring.

About Girl Guides of Canada-Guides du Canada: The place for today's girls

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 in Guiding learn to develop the skills, resources and qualities they need to achieve greatness. Girl Guides is continually evolving to meet the ever-changing interests and needs of girls and introduce them to many fantastic opportunities that await them. Girl Guides continues to be a safe place where girls can focus on exciting activities that help them become the best they can be.

Along with the camaraderie of special friendships, girls and young women involved in Guiding develop leadership and life skills and have opportunities for international travel and to further their education with scholarships. They are empowered to be responsible citizens and are given a voice on the world stage as participants in international symposia and conferences including the United Nations (UN) Conference on the Status of Women, COP 17 – UN convention on Climate Change, Rio 20+ Sustainable Development conference, Young Women's World Forums in Mexico and Switzerland and more.

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.

Join us!

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For more information or to arrange interviews, contact:

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