



Girl Guides
of Canada
Guides
du Canada

MEDIA RELEASE

For Immediate Release:
Wednesday, October 15, 2014

Crunching the Cookie Numbers!

Yummy facts about Girl Guides Chocolatey Mint Cookies

Just in time for Cookie Days in Canada: Saturday, October 18 & Sunday, October 19

Toronto, Ontario – It’s that time of year again. Girl Guides of Canada–Guides du Canada’s **Chocolatey Mint Cookies are back, and this time with some yummy facts!** What do 102 elephants and Girl Guide cookies have in common? How many cookies are in a box? Find the delicious answers and more in the Girl Guides cookie infographic available at girlguides.ca and for a limited time, at Sears Canada Inc. (Sears). **During Cookie Days in Canada special infographic cards and recipes will be available at Sears’ stores nationwide**, when thousands of girls and young women will be selling the much-anticipated Chocolatey Mint treats.

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 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 travel. Cookie selling is not only a fun way to raise funds, but an integral part of 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 Chocolatey Mint Girl Guide Cookies where they shop most frequently.”

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 Girl Guide Cookies each fall and Classic Cookies each spring.



girlguides.ca

Girl Greatness Starts Here!





Girl Guides
of Canada
Guides
du Canada

MEDIA RELEASE

For Immediate Release:
Wednesday, October 15, 2014

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](#)

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.

-30-

For more information or to arrange interviews, contact:

Mike Sheeler
Supervisor, Marketing & Media Relations
Girl Guides of Canada, National Office
50 Merton Street
Toronto, ON, M4S 1A3

Tel. (416) 487-5281 ext. 260
Fax (416) 487-5570
Email: sheelerm@girlguides.ca

girlguides.ca



Girl Greatness Starts Here!