

FOR IMMEDIATE RELEASE: Wednesday, November 20, 2013  
Toronto, Ontario—Girl Guides of Canada-Guides du Canada (GGC)



## Girls Count

### New program promotes financial literacy skills for girls across Canada!

TD and Girl Guides of Canada celebrate National Financial Literacy Month in November by launching a program that empowers Canadian Girls to become money savvy

In an exclusive partnership with TD Bank Group, Girl Guides of Canada-Guides du Canada (GGC) launched *Girls Count*, a program that encourages girls to gain essential money management know-how. The inaugural crest for Girls Count was unveiled to the Guiding community this morning at GGC's national office. This project will officially kick-off in 2014 in 38 communities across Canada. In three years, *Girls Count* will reach more than 9,000 girls.

A key feature of Girls Count is community engagement. Female volunteers from local TD branches will deliver interactive financial literacy sessions to all five GGC branches, from Sparks to Rangers, and act as inspiring role models. Girls ages 5 to 17 will experience first-hand how women can make their mark on the world of finance and be introduced to the possibility of careers in banking and finance.

"Managing finances is an important life skill and it's never too early to instill these lessons in our youth – this program aims to inspire young girls as well as encourage them to share with future generations," said Janice Farrell Jones, Vice President, Retail Savings & Investing, TD Bank Group. "And that's why we are thrilled to support the Girl Guides of Canada through this initiative."

Now, in practical sessions that relate directly to their everyday lives, *Girls Count* will help girls develop the knowledge and confidence to make increasingly complex and important money decisions as they grow.

“For decades, GGC’s cookie-selling program has given girls a taste of money management skills, from the Spark who learns to count change to the Ranger who sets selling targets to fund a canoe adventure,” said Deborah Del Duca, Chief Executive Officer, Girl Guides of Canada. “Financial literacy skills are crucial to helping girls make informed financial decisions whether it be running a lemonade stand to fund their GGC camping experience, paying for post-secondary education, starting a business or buying a home. GGC would like to thank TD for its generous support of \$90,000 towards *Girl Counts* and for helping to empower our girls with valuable literacy skills.”

### **TD Community Giving**

TD Bank Group invests in communities in order to effect positive change in the places where it operates and where its clients and employees live and work. In 2012, TD donated over \$65 million to support community organizations in Canada, the United States and the United Kingdom. In Canada, TD focuses on education and financial literacy, creating opportunities for young people and the environment. For further information, please visit [www.td.com/corporate-responsibility](http://www.td.com/corporate-responsibility).

### **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](#)

For more information, please contact:  
[programs@girlguides.ca](mailto:programs@girlguides.ca)