

FOR IMMEDIATE RELEASE: October 17, 2011

BE PREPARED - GET MILK!

Cookie day in Canada is Saturday, October 22, 2011

Toronto, Ontario – **Girl Guides of Canada-Guides du Canada (GGC) Members will be out in full force at 129 Sears Stores across the country on Saturday, October 22 for Cookie Day in Canada!** Girl-entrepreneurs ranging from 5-year-old Sparks to 18-year-old Rangers are selling our sought-after **Chocolatey Mint Girl Guide Cookies** to support their activities, community service projects and international adventures. At only **\$4.00 a box (tax included)**, 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. Canadian girls will use their well-honed business and marketing skills to sell more than 2.4 million boxes over the coming weeks – that’s more than 57 million Chocolatey Mint Girl Guide Cookies.

Cookies are an important part of the Guiding program, helping girls and young women gain valuable business and life skills including event planning, goal setting, budgeting, teamwork, money management, problem solving and improved public speaking skills.

“Sears is a proud supporter of Girl Guides of Canada and their development of young women and youth,” says Eliana Cugini, Director, Corporate Affairs and Communications, Sears Canada Inc. “Guiding today is a unique blend of the old and the new. It’s fun, active and relevant. It addresses the pressures that modern girls face by teaching them exciting skills in a safe environment. Sears is happy to welcome Guiding Units from across Canada into our stores for Cookie Day in Canada.”

This fall’s **Cookie Day in Canada** includes 425 Guiding Units in over 129 participating Sears’ retail, home, catalogue and outlet stores across the country. Additionally, cookies are available at community fairs and festivals as well as individual Unit sales events and neighbourhood blitzes in every province and territory – that’s over 70,000 girls selling cookies! To find a location in your community go to www.girlguides.ca/where_to_buy. Girl Guide Cookies also now have their very own Twitter account [@girlguidecookie!](#)

Girl Guides have been selling cookies in Canada since 1927 and our cookies are produced in a nut-free/peanut-free bakery to ensure that more Canadians than ever can enjoy them. Our Chocolatey Mint Girl Guide cookies now have 90 per cent less trans-fat per serving.



For added cookie fun this fall GGC has launched the "[Thinking Outside the Cookie Box](#)" Contest as a way for Canadian Girl Guide Cookie fans to show us their creative and crafty side. Cookie lovers are encouraged to submit a craft made out of, what else but Girl Guide cookie boxes (and/or their contents)! Submissions will be selected by online voting open to the public. The contest is open from September 30 - November 30, 2011. Prizes include a \$100 Sears gift card, five boxes of Girl Guide Chocolatey Mint Cookies and the chance to have your craft showcased on our [blog](#)!

Information on cookies, [participating Sears stores](#) and joining Girl Guides is available at www.girlguides.ca

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 of Canada is an organization with over 100 years of history, and a strong and growing future. Join Us.

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