



**Girl Scouts of
Southern Alabama**

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Celebrating 100 Years of Girl Scouting

www.girlscoutssa.org

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To Whom It May Concern:

Did you know Girl Scouts is the nation's premier leadership organization for girls? That's right! For many years, Girl Scouts has been building girls of courage, confidence and character who have made-- and are still making-- the world a better place. When we say "many years", we don't just mean a long time. Girl Scouts has been impacting the world for a whole century. That's a 100-year legacy of leadership that has cultivated life for girls.

For more than 90 years, Girl Scouts, along with the enthusiastic support of their families and friends, have helped ensure the success of the Girl Scout Cookie Program. From its early beginnings to its now global status, the Girl Scout Cookie Program has helped girls to develop important life skills, have fun and make the world a better place.

What started as girls baking cookies with their mothers in their own kitchens, and selling them for around 25 cents, has now turned into a cookie empire and rite of passage for every Girl Scout. Girl Scout cookies make up nearly half of the top 10 selling cookies in the United States, with the Thin Mint being number two! (Oreo is number one.)

The Girl Scout Cookie Program provides our communities with a special treat, while providing our girls with skills such as financial literacy, marketing and public relations skills, and the opportunity to build self confidence. Proceeds from cookie sales benefit troops and provide them with opportunities to travel, explore science and math, and learn about a future career. This program molds Girl Scouts into leaders. Whether they aspire to be businesswomen, teachers, doctors or superstars, this program gives them the self-esteem they need to work towards their goals.

In 2012, we will mark 100 years of Girl Scouting, and in honor of this milestone, our national goal is to raise \$1 billion. However, the most important objective for our 100th year is to give every girl the opportunity to be the leader she wants to be and the leader the world needs her to be. We aim to reach this goal and give every girl in southern Alabama the chance to be the leader she wants to be.

I'll be following up with you soon to discuss your interest in interviews. In the meantime, if you have any questions or are interested in speaking with us, please contact me directly at (251)344-3330, ext.1402, 800-239-6636, ext. 1402 or at egallichant@girlscoutssa.org.

Thanks for your time and consideration.

Sincerely,

Eric Gallichant

Director of Public Relations and Marketing