



Founded in 1912 by Juliette Gordon Low, Girl Scouts of the USA is the premier leadership development organization for girls in grades K-12. The Girl Scout program is girl-led, hands-on and collaborative, reflecting the ever-changing needs and interests of today's girls. Through Girl Scouting, girls discover their talents, connect with other girls, and take action to make the world a better place.

Strength in Numbers

- There are more than **3.3 million Girl Scouts** in the US – 2.4 million girls, ages 5-17; 900,000+ adults
- More than **50 million alumnae** enjoyed Girl Scouting during their childhood
- Girl Scouts of the USA is part of a worldwide family of **10 million girls and adults** in 145 countries
- Girl Scout Cookie sales total more than **\$700 million** in retail sales annually
- **1000+** print stories per month and 300+ broadcast mentions per week
- **\$55 million** internal merchandising business
- Over **300 council shops** nationwide

100th Anniversary Celebration - 2012

- *National brand identity campaign kicks off in all media outlets in July 2010 - donated media spend of **\$45 million***
- Festivities kick off at November 2011 convention in Houston, TX
- Nation-wide "Take Action" community service project
- Girl Scouts of the USA Commemorative Coin - act signed by President Obama
- Limited-edition Girl Scout Cookie packaging

Partners

A wide range of corporations, government agencies, non-profits, and associations work closely with the Girl Scouts, including Microsoft, Motorola, Coca-Cola, NASA and The Dove Self Esteem Fund.

Current Licensees

Dreyer's - ice cream

K&Company - scrapbooking

Precious Moments - figurines

Stewart, Tabori & Chang - 100th anniversary book

Junk Food - t-shirts

Legend Productions - music

Robert Kaufman - fabrics

Girl Scouts of the USA is represented by The Wildflower Group in association with Creative Properties. For licensing information, please contact either:

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**Girl Scouting
builds girls of courage,
confidence and character,
who make the world
a better place.**

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