



Girl Guides  
of Canada  
Guides  
du Canada

# MEDIA RELEASE

For Immediate Release:  
Wednesday, April 8, 2015

## Spring Shopping Gets Sweeter!

This season brings Girl Guides Classic Cookies to SmartCentres & Sears nationwide  
Just in time for Cookie Days: Saturday, April 11 & Sunday, April 12

Toronto, Ontario – You asked and we listened Canada. You wanted more places to buy Girl Guides of Canada–Guides du Canada’s cookies and we’re making that wish a reality. **Now in addition to being available at Sears Canada Inc. (Sears), Canadians can shop at select SmartCentres nationwide during Cookie Days (April 11 & 12) and stock up on Girl Guides’ delicious Classic cookies!** With thousands of girls and young women selling the chocolate and vanilla treats at SmartCentres and Sears locations, shopping has never been so sweet.

At **\$5.00 a box**, Girl Guide cookies are a delicious way to support Girl Greatness in local communities. Cookie sales provide Girl Guide units with resources for activities and local community service projects, and funding for camps and travel. Cookie selling is an integral part of Guiding’s leadership programming, allowing girls to gain confidence and valuable life and business skills in planning and goal setting, teamwork, communications and money management.

Girl Guides is proud to continue working with our long standing supporter Sears, to bring Canadians this time honoured treat. “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 today’s 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 Classic Girl Guide Cookies where they shop most frequently.”

Girl Guides’ Classic 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 to raise money for uniforms and camping equipment. Today Canadians eagerly await the arrival of Classic Cookies each spring and Chocolatey Mint Cookies each fall.



[girlguides.ca](http://girlguides.ca)

Girl Greatness Starts Here!





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To find out where cookies are being sold visit [girlguides.ca](http://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 105 years of history and a strong and growing future. Join Us.

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For more information or to arrange interviews, contact:

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