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**FOR IMMEDIATE RELEASE**

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**Girl Scouts unveils new national brand initiative**

July 28, 2010 – Girl Scouts of the USA (GSUSA), one of the most well known organizations in the nation, is revitalizing and reenergizing its brand to reach a new generation of girls.

At the local level, for Girl Scouts of the Desert Southwest (GSDSW), this provides an opportunity for the council to demonstrate the many activities that contribute to helping girls discover their own potential for becoming leaders, connect to the community in which they live, and take action to make a difference.

After extensive research and development, GSUSA has debuted a brand campaign that is designed to reacquaint the country with the iconic organization and communicate the power girls have to change the world through Girl Scouting. The campaign, know by the tagline *What Did You Do Today?*, is also key to boosting the number of girls and adult volunteers who participate in Girl Scouting.

The branding, which began in 2004 as part of the organization’s comprehensive transformation, is comprised of a new visual identity, which includes a distinctive trefoil mark, revised color palette, and refreshed logo that was originally created in the 1970s. “This updated approach reinforces the message that Girl Scouts is relevant to girls and the lives they lead today,” said Diane Flanagan, Chief Executive Officer for GSDSW.

Girl Scouts has already implemented major changes in recent years as part of its Core Business Strategy, which was developed under the leadership of Kathy Cloninger, Chief Executive Officer of GSUSA, to turn around the organization amid changing demographics and the gradual decline in membership. In just the past few years, the organization has realigned its system of 312 councils to 112. And in 2008, the organization launched the Girl Scout Leadership Experience, a program that every Girl Scout will engage in from the youngest Girl Scout Daisy to the eldest Girl Scout Ambassador.

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**girl scouts**  
of the desert southwest—  
southern new mexico  
& west texas

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“Our brand promise is that Girl Scouts gives every girl access to life-changing experiences that inspire her to do something big,” said Laurel Richie, Chief Marketing Officer and Senior Vice President at GSUSA.

Richie said that Girl Scouts is launching its rebranding from a position of strength because it can draw upon strong name recognition and a long legacy of leadership development. With this new campaign and the projected growth in overall girl population in the United States, Girl Scouts expects to see its membership begin to increase over the next few years. The campaign will also pave the way for a major effort to gain exposure during the organization’s national centennial celebration in 2010.

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**About Girl Scouts of the Desert Southwest**

In partnership with 4,000 adult volunteers, Girl Scouts of the Desert Southwest serves nearly 12,500 girls each year in 33 counties in West Texas and Southern New Mexico, and helps them discover new abilities, connect with new friends, and take action to improve their communities. Girl Scouts is the world’s preeminent leadership development organization, building girls of courage, confidence, and character, who make the world a better place.

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