



FOR IMMEDIATE RELEASE

October 31, 2010

Contact: Anne Hyde, Marketing/PR Specialist
877-312-4764
gscouts@girlscoutsmoheartland.org

GIRL SCOUTS CELEBRATE DOVE SELF-ESTEEM WEEKEND

In celebration of Dove Self-Esteem Weekend, eleven Willow Springs girls attended a *Girl Talk* workshop on Saturday, October 23. Ranging in age from kindergarten to fifth grade, the girls attended breakout sessions about self-confidence, self-acceptance, and appreciating difference. The newest Girl Scout resources, a book series called *It's Your Story- Tell It!*, were used to foster positive discussions about their lives and their community.

The girls worked together on team-building activities and community service ideas, coming up with three concerns they wanted to address: graffiti, litter, and bullying. They then designed murals that reflected their ideas for bettering the community, which they hung in the YMCA for the community to see. The girls signed the murals to indicate their support of their community causes, and invited community members to do the same.

"This program is a wonderful opportunity for girls to connect with their community," said Girl Scouts of the Missouri Heartland CEO Jennifer M. Orban, "Teamwork and service projects like these help girls develop a stronger, positive sense of self." The Dove Movement for Self-Esteem encourages women and girls to create a world in which beauty is a source of confidence, not anxiety. Among the many influential women showing their support by sharing their messages of inspiration are Katie Couric, Abigail Breslin, Lea Michele, and newly appointed Dove Movement for Self-Esteem Youth Ambassador, Katherine Schwarzenegger.

The girls plan to continue their involvement in Girl Scouts. For more information on how to join or volunteer, contact Community/Membership Development Specialist Alyx Chevalier at 877-312-4764 x1420 or achevalier@girlscoutsmoheartland.org.

About the Girl Scout Leadership Experience

Founded in 1912, Girl Scouts of the USA is the preeminent leadership development organization for girls in grades K-12. With 3.3 million girl and adult members worldwide, Girl Scouts is the leading authority on girls' healthy development. Today's Girl Scout Leadership Experience has evolved to fit a wide variety of interests of schedules. With six program pathways – events, series, camp, troops, travel, and virtual – girls have more options and more reasons to join than ever before. Through hands-on learning opportunities and a girl-led decision-making process, the Girl Scout Leadership Experience empowers girls to discover a strong sense of self, connect with others in a changing world, and take action to help make the world a better place.

About Girl Scouts of the Missouri Heartland

Girl Scouts of the Missouri Heartland has a membership of approximately 16,000 girls and 6,000 adults across 68 counties in central and southern Missouri, southeast Kansas, and northeast Oklahoma. With the support of community partners, donors, and volunteers, we mentor and support girls as they develop crucial life skills and prepare to take the lead – today, tomorrow, and for the rest of their lives. For more information on how to join, volunteer, reconnect or donate to Girl Scouts, call 877-312-4764 or visit us on the web at www.girlscoutsmoheartland.org.

###