girl scouts
of eastern washington
and northern idaho

First Lady Michelle Obama Highlights the Important Role of Girl Scout Volunteers

(Spokane, WA−September 30, 2013): First Lady Michelle Obama discusses the important role played by Girl Scout volunteers in a new video released today by Girl Scouts of the USA, for which she serves as Honorary National President. Every First Lady of the United States has served in this post since 1917, when First Lady Edith B. Wilson became the first Honorary National President. Mrs. Obama's video coincides with the launch of the organization's new national campaign to increase recruitment of girl members and adult volunteers while highlighting the fun, excitement, and anticipation that are part of the Girl Scout experience.

"Our council has been holding recruitment events throughout our 30 county council region for the past few weeks and we will continue with our grass roots face-to-face efforts for several more weeks," said Pam Lund, CEO of the Girl Scouts of Eastern Washington and Northern Idaho council. "We know that girls want to have fun, go on adventures, learn leadership skills that will last them a lifetime and engage in meaningful activities and projects in their communities. Girl Scouting offers girls age 5-17 opportunities to explore and discover places, intellectual pursuits (such as STEM activities) and projects that they would otherwise miss if not for Girl Scouting. Girl Scouting also offers adults (volunteers and alumnae) the opportunity to get and stay involved in an amazing Movement−the world's most recognized girl led leadership experience−and that's a great investment."

The campaign captures the fun of Girl Scouting with the theme "I can't wait to…" and girl-friendly grassroots promotions that will reach every community nationwide. With 3.2 million Girl Scouts and 112 Girl Scout councils across the country, parents, caregivers, and volunteers are vital to the organization's success.

"Girl Scout volunteers can be moms, dads, aunts, uncles, grandparents, or anyone else looking to help girls in their community fulfill their boundless promise," said First Lady Michelle Obama. "As a Girl Scout volunteer, you can show girls that anything is possible, and you can inspire them to dream bigger and go further than they ever even imagined."

Girl Scouts is dedicating the week of September 30–October 7, 2013 to getting the word out to adults who care about girls in their communities and want to make a difference. As Girl Scout volunteers, they can help girls make friends, have new adventures, and do great things.

"This campaign brings Girl Scouting to life by highlighting everything our Movement can offer girls, and connecting our mission and values to their interests, energy, and excitement in a way that both girls and adults find engaging and fun," said Anna Maria Chávez, CEO of Girl Scouts of the USA. "We are thrilled that our Honorary National President and First Lady of the United States Michelle Obama has leant her remarkable voice and unique vision to this campaign, helping us reach and recruit more girls and adult volunteers across the nation and around the world. Her enthusiasm for our Movement is helping us shape the next generation of female leaders."

To view the video, visit www.gsewni.org. For information on "I can't wait to…" or to find out how to volunteer, visit http://www.gsewni.org/adults/volunteers/volunteer-opportunities/.

About Girl Scouts Eastern Washington and Northern Idaho
Girls are at the center of everything we do. Girl Scouts is the preeminent leadership development organization for girls, the leading authority on girls' healthy development and is working with girls and women to transform the leadership landscape for girls into the next century. Girl Scouts Eastern Washington and Northern Idaho serves more than 8,000 girls and 2,500 adult volunteers. The council region encompasses 67,000 miles that includes 20 counties in central and eastern Washington and 10 counties in northern Idaho. Girl Scouts Eastern Washington and Northern Idaho is committed to discovering, celebrating and fostering the leader in every girl. ***Girl Scouting builds girls of courage, confidence and character who make the world a better place.***

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