



NEWS RELEASE

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For Immediate Release:

MICHELLE OBAMA BECOMES NATIONAL HONORARY PRESIDENT OF GIRL SCOUTS OF THE USA

NEW YORK, N.Y. (Oct. 8, 2009) – Girl Scouts of the USA is pleased to announce that First Lady Michelle Obama has agreed to serve as its Honorary National President.

“It is my great pleasure to serve as Honorary National President of Girl Scouts,” said Mrs. Obama. “With their innovative new programming, ground-breaking research, and emphasis on service and leadership, Girl Scouts is preparing the women of tomorrow to be a positive force for change – in their own lives, their communities, and across the globe.”

In accepting the position, Mrs. Obama takes her place in a tradition stretching back to 1929, when Lou Henry Hoover became the first Honorary National President of the Girl Scouting movement. Since then, each successive First Lady has served in this post.

Girl Scouts plan to work with the First Lady on areas of mutual concern, such as healthy living, public service and leadership.

“From bullying to obesity to concern over the economy, our nation’s girls are facing significant challenges,” said Kathy Cloninger, Chief Executive Officer, Girl Scouts of the USA. “Girl Scouts is excited to work with the First Lady’s office to ensure that all girls can overcome the challenges they face, and that they have the skills, resources and opportunities they need to become strong, independent young leaders.”

“Girl Scouts can help girls from every background develop their self-confidence and leadership ability, and encourage them to make a difference in the world,” said Connie L. Lindsey, Girl Scouts of the USA National Board Chair. “The First Lady is a passionate, brilliant and inspirational woman – a fantastic role model for girls across the country. We look forward to an active and mutually rewarding partnership on issues important to girls’ lives.”

About Girl Scouts of the USA

Founded in 1912, Girl Scouts of the USA is the preeminent leadership development organization for girls with 3.4 million girl and adult members worldwide. Girl Scouts is the leading authority on girls' healthy development, and builds girls of courage, confidence and character, who make the world a better place. The organization serves girls from every corner of the United States and its territories. Girl Scouts of the USA also serves American girls and their classmates attending American or international schools overseas in 90 countries. For more information on how to join, volunteer, reconnect or donate to Girl Scouts, call (800) GSUSA 4 U (800-478-7248) or visit www.girlscouts.org.

About Girl Scouts of West Central Florida

Girl Scouting builds girls of courage, confidence, and character, who make the world a better place. Girl Scouts of West Central Florida serves nearly 30,000 girls in grades K – 12, nearly 13,000 adult volunteers over the age of 18, and approximately 1,800 troops in Citrus, Hernando, Hillsborough, Marion, Pasco, Pinellas, Polk and Sumter counties. Did you know that more than 53% of all women business owners are Girl Scout alumnae? For more information on how to join, volunteer, reconnect or donate to Girl Scouts of West Central Florida, visit www.gswcf.org or call (800) 881-4475.

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EDITOR'S NOTE: PHOTO OUTLINE

First Lady Michelle Obama, accepting her role as Girl Scouts Honorary National President, with Kathy Cloninger, CEO, and Connie L. Lindsey, National President, Girl Scouts of the USA, at an Oct. 7 White House event on astronomy. Since its founding, Girl Scouts has encouraged girls' interest in science and technology, and has enjoyed a longtime partnership with the National Aeronautic and Space Administration (NASA).