



NEWS RELEASE

Contact: Susan Barnes
Phone: (813) 262-1769
E-mail: sbarnes@gswcf.org

For Immediate Release:

GIRL SCOUTS OF WEST CENTRAL FLORIDA LEARN BUSINESS SKILLS AT LOCAL DAIRY QUEENS

TAMPA (July 1, 2009) – Girl Scout troops throughout West Central Florida will learn how to run a success business with the help of their local Dairy Queen owners and operators during the second annual *DQ*[®] Girl Scout Appreciation Week, July 20 – 26. Girl Scout Appreciation Week is part of a two-month, licensed promotion with Dairy Queen that includes the introduction of the new Girl Scouts Tagalongs[®] Peanut Butter Patties *Blizzard* Treat as the July *Blizzard* of the Month and the return of the Girl Scouts Thin Mint Cookie *Blizzard* in August.

Local *Dairy Queen* stores will host Girl Scouts throughout the month of July. During that time, Girl Scout troops are invited to visit their local DQs for a behind the scenes peek at how a restaurant operates.

DQ[®] Girl Scout Appreciation Week reflects the Girl Scouts strategy to develop strategic alliances that expose girls to entrepreneurial business programs in local communities.

“Girl Scout Appreciation Week is a great way to expose girls to savvy business leaders in their own communities,” said Jody Johnston, CEO, Girl Scouts of West Central Florida (GSWCF). “This experience will also allow them to see first-hand how continued community involvement can help them shape their futures.”

Community events such as these raise awareness for local Girl Scout troops. Troop membership is on the rise, but adult volunteers are needed to lead troops or share their talents through programming possibilities. If you are interested in joining Girl Scouts or being an adult volunteer, please visit www.gswcf.org or contact GSWCF at 800-881-4475.

For more information on *DQ*[®] Girl Scout Appreciation Week, please contact Susan Barnes, public relations manager: sbarnes@gswcf.org or (813) 262-1769.

About GSWCF:

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 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.

About IDQ:

International Dairy Queen (IDQ), which is headquartered in Minneapolis, Minn., develops licenses and services a system of more than 5,600 Dairy Queen[®] stores in the United States, Canada and other foreign countries, offering world famous dairy desserts, hamburgers, hot dogs and beverages. IDQ is part of the Berkshire Hathaway family, a company run by Warren Buffett, the legendary investor and CEO of Berkshire Hathaway Inc. Following the successful roll out of the DQ Grill & Chill[®] concept, the Dairy Queen system's quick-service food concept that features an expanded menu and newly designed restaurant interiors, IDQ began testing the DQ[®] Orange Julius[®] concept in August 2005. DQ Orange Julius locations blend a sleek, new look with the feel of a traditional ice cream treat shop and offer a treat menu that includes traditional DQ favorites as well as the Orange Julius line of premium fruit smoothies and fruit drinks.

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