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FOR IMMEDIATE RELEASE

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Girl Scouts' Operation Thin Mint Partnership Defies the Ordinary

Girl Scouts of Central Maryland, Shoe City footwear and apparel stores, Pastry and The Sneaker Suite have come together for Operation Thin Mint—a promotion that spotlights girl entrepreneurship, which will take place on Saturday, July 26th from 2 p.m. – 4p.m. at Baltimore City's ten Shoe City locations (a flyer with the ten locations is attached).

Girl Scouts of the USA partnered with young entrepreneurs Vanessa and Angela Simmons, daughters of Run (DMC) Simmons and nieces of hip-hop mogul Russell Simmons, to spread the Girl Scout leadership and financial fitness message. The partnership was featured in an episode of MTV's "Run's House" and featured an appearance by Kathy Cloninger, CEO of Girl Scouts of the USA. The Simmons sisters' hope to inspire girls to participate in entrepreneurship and financial literacy programs in Girl Scouting. "Promoting entrepreneurship and financial literacy is important. Girls need to be business-minded so we have more female leaders in the world," added Angela Simmons. "And starting now is the best thing girls can do. Selling cookies is a business and you develop those entrepreneurial skills at a young age."

The Simmons Sisters recently designed and introduced their Thin Mint cookie sneaker. To promote this new Pastry sneaker and support the efforts of Girl Scouts, the Baltimore area Shoe City stores will be hosting Operation Thin Mint—a shoe promotion and Gift of Caring project in the central Maryland region. Girl Scouts will be stationed at each store to recruit new Girl Scout members and take orders for Girl Scout cookies that will be sent to military personnel overseas—Operation Thin Mint.

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