

PRESS RELEASE



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For Immediate Release

Contact: Danita Terry, Director of Communications
410.358.9711/dterry@gscm.org

Girl Scouts Host “Tweet-Up” to Increase Social Media Followers Nearly century old organization embraces new technology to stay relevant and accessible

Baltimore—Girl Scouts of Central Maryland (GSCM) is showing how cyber savvy they are by hosting its first Twitter party on October 17, 2011 from 6-8 pm. With the help of some local luminaries—who will serve as Twitteratti—Girl Scouts is set for two parties in one – a cyber party with existing and new Twitter followers and a Tweet Up—an opportunity for Twitter followers to come to Girl Scouts of Central Maryland’s Seton Urban and STEM program center and meet each other --and the Twitteratti-- in person. Few non-profits have engaged in this type of “friendraiser,” but GSCM CEO Traci Barnett believes this is one of many new steps Girl Scouts needs to use to stay relevant and accessible to girls and busy adult volunteers. “For the past year we have been getting our feet wet in social media—Facebook, Twitter, LinkedIn, even Foursquare,” Barnett noted. “We have such an important message for girls and their families and we want them to know what Girl Scouting offers so we are using social media to get the word out.” The Tweet-up is part of an event that honors the legacy of Girl Scouts’ founder, Juliette Gordon Low, whose birthday is later that month (October 31).

Tribute to Lifetime Girl Scout Senator Barbara Mikulski

The evening will also include a tribute to lifetime Girl Scout, Senator Barbara Mikulski, for her long support of Girl Scout programs that benefit girls and mothers whose lives are impacted by the judicial system. Members of Girl Scouts of the USA (GSUSA), the national chartering organization for councils across the nation, will be teaming up with GSCM to honor special guest, Sen. Mikulski, for her support. Connie Lindsay, National President of Girl Scouts of the USA and Executive Vice President and Head of Corporate Social Responsibility at Northern Trust; GSUSA’s Vice President of Advocacy, Laurie Wesley and Girl Scouts of the USA’s newly

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appointed CEO, Anna Maria Chavez, are slated to be among the evening's guests. The event is open to the public and all guests will enjoy delicious desserts and dishes made with Girl Scout cookies by local chefs.

For more information about the event contact Maria Johnson, Vice President of Advancement at mjohnson@gscm.org or at 410.358.9711.

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Girl Scouts of Central Maryland serves nearly 30,000 girls across central Maryland including Baltimore City, Anne Arundel, Baltimore, Carroll, Harford and Howard counties. In 2012 Girl Scouts of the USA will celebrate its 100th anniversary. Go to gscm.org to learn more about the celebrations planned for 2012 or how Girl Scout alum can re-connect to Girl Scouting.