



**GIRLS IN GRADES K-12 INVITED TO JOIN GIRL SCOUTS:  
NEW TROOPS FORMING NOW IN TOWNS ACROSS  
EASTERN MASSACHUSETTS!**

*With 23 New STEM and Outdoor Badges, Girl Scouts Reaffirms Position as  
Premier Leadership Organization for Girls*

**Boston, MA (September 6, 2017)** — Girl Scouts of Eastern Massachusetts (GSEMA) invites all girls in grades K-12 to discover fun, friendship, and adventure as part of the largest girl-led organization in the world! Back to school means back to troop with [Discover Girl Scouts events](#) taking place in communities throughout eastern Massachusetts. Girls and their families are invited to learn more; beyond troop membership, GSEMA offers hundreds of programs annually to satisfy a range of girls' interests, including outdoor adventure, STEM (science, technology, engineering and math), community service, art, music and more. This year, Girl Scouts is introducing 23 new STEM and outdoor badges for girls of all ages, and there are more ways than ever to unleash the power of every G.I.R.L. (Go-getter, Innovator, Risk-taker, Leader)<sup>™</sup>.

At a time when only 39 percent of Massachusetts girls choose a STEM college major\* and [girls can feel not as smart as boys by age six](#)\*\* , Girl Scouts is an essential resource for caregivers, especially those trying to counter societal gender bias. Girl Scouts is a unique, proven leadership development program that pairs girls with strong, caring female role models and mentors who prepare them to take the lead. Within Girl Scouts' supportive, girl-centric environment for learning and taking healthy risks, girls can pursue their passions, bond with new besties, build their own cookie business, enjoy the thrill of the outdoors, help their community, and discover other exciting activities.

"When a girl enters a safe, girl-only space to discover new skills, she can unleash a wellspring of potential. She gains an appreciation for STEM fields, the outdoors, community service, and more, while building the confidence to lead, the courage to make change, and the character to stand up for what she believes," says Patricia A. Parcellin, Chief Executive Officer of Girl Scouts of Eastern Massachusetts. "Innovative programming has made Girl Scouts the preeminent girl leadership organization for 105 years, a place where girls continue to find their path to a lifetime of success."

**FOCUS ON OUTDOORS AND STEM**

One of the foundations of Girl Scouts is an appreciation for nature and exposure to the great outdoors. With new outdoors badges and related activities for girls as young as kindergarten

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\*According to a September 2015 study by UMASS Donahue Institute

\*\*According to a study Gender stereotypes about intellectual ability emerge early and influence children's interests by Lin Bian, Sarah-Jane Leslie, and Andrei Cimpian published in *Science*, January 27, 2017

age, Girl Scouts experience the outdoors in a new light while gaining a sense of self, developing positive values, and sparking an interest in environmental stewardship.

Girl Scouts has also expanded its offerings of STEM activities and badges to address girls' lack of exposure to this 21<sup>st</sup> century skill set. Girl Scouts can design robots, write code, plan environmentally conscious camping trips, collect data in the great outdoors, or try their hand at engineering.

Additionally, Girl Scouts of Eastern Massachusetts is one of several councils nationwide selected to test new space science badges in the "Reach for the Stars" initiative supported by GSUSA, NASA and SETI Institute.

For more information about new Girl Scouts badges, visit [gsema.org](http://gsema.org).

## **RESOURCES FOR VOLUNTEERS**

New program resources are available to volunteers through the recently expanded online [Volunteer Toolkit](#), Girl Scouts' first "digital assistant" for troop leaders. Launched in the fall of 2016, the "VTK" allows volunteers to plan meetings more easily, customize activities, track important information, communicate with families, and, ultimately, support amazing experiences for girls all in one place.

Girl Scouts' effectiveness in building leaders is proven: in the U.S., 90 percent of female astronauts, 80 percent of female tech leaders, 75 percent of current senators, and 50 percent of female business owners are Girl Scout alumnae!

## **About Girl Scouts of Eastern Massachusetts**

**We're Girl Scouts Eastern Massachusetts (GSEMA)** We're 50,000 strong, with 35,000 girls and 15,000 volunteers in 178 communities in eastern Massachusetts who believe in the power of every G.I.R.L. (Go-getter, Innovator, Risk-taker, Leader)<sup>™</sup> to change the world. Girl Scouts is the preeminent leadership development organization for girls. GSEMA is the 10<sup>th</sup> largest Girl Scout council in the United States, building girls of courage, confidence, and character, who make the world a better place. To volunteer, reconnect, donate, join, or learn more, visit [www.gsema.org](http://www.gsema.org).

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