



FOR IMMEDIATE RELEASE

**THIRTY NEW BADGES, INCLUDING SPACE SCIENCE, NOW AVAILABLE FROM
GIRL SCOUTS OF EASTERN MASSACHUSETTS**

The all-girl organization proven to equip girls to create positive change has released new badges in environmental advocacy, space science, robotics, and more.

BOSTON, MA (July 23, 2018) — Girl Scouts of Eastern Massachusetts (GSEMA) and Girl Scouts of the USA (GSUSA) today reveal 30 new badges now available exclusively for girls ages 5–18. The new badges will not only enhance the one-of-a-kind Girl Scout experience, but also address some of society’s most pressing needs, such as cybersecurity, environmental advocacy, mechanical engineering, robotics, computer science, and space exploration.

In a safe all-girl space, Girl Scouts develop important soft skills, including confidence and perseverance, as well as hard skills, setting them up for success and preparing them to take action for a better world. The results are proven: girls who participate in Girl Scouts are [more than twice as likely](#) to exhibit community problem-solving skills than girls who don’t (57 percent versus 28 percent).

Girls in grades K–5 can now earn badges in:

- [Cybersecurity](#), introducing girls to age-appropriate online safety and privacy principles, information on how the internet works, and how to spot and investigate cybercrime (funded by Palo Alto Networks).
- **Environmental Stewardship**, GSUSA’s first-ever badge series focused on environmental advocacy. Girls learn how to respect the outdoors and take action to protect the natural world (funded by the Elliott Wildlife Values Project).

- [Space Science](#), enabling girls to channel their inner NASA scientist as they learn progressively about objects in space and how astronomers conduct investigations (funded by NASA's Science Mission Directorate and led by the SETI Institute). Girl Scouts of Eastern Massachusetts was one of 11 councils selected to pilot this new program.
- **Mechanical Engineering for Girl Scout Juniors**, through which girls in grades 4 and 5 design paddle boats, cranes, and balloon-powered cars, learning about buoyancy, potential and kinetic energy, machines, and jet propulsion.

The new programming for girls in grades 6–12 includes:

- **College Knowledge** badge for Girl Scouts in grades 11 and 12, the first badge completely dedicated to college exploration. By showing girls how to research the admissions process, financial aid, and other factors, the badge fills a specific need that girls asked for—and that many do not have support for outside Girl Scouts.
- **Environmental Stewardship** badges, through which girls in grades 6–12 prepare for outdoor experiences and take action on environmental issues. These badges are the first to specifically prepare girls to be environmental advocates who address problems, find solutions, and protect nature (funded by the Elliott Wildlife Values Project).
- **Robotics** badges that teach girls how to program and design robots, completing the suite of Robotics badges first introduced for grades K–5 last year.
- Two Girl Scout Leadership Journeys: [Think Like a Programmer](#) (funded by Raytheon) provides a strong foundation in computational thinking and the framework for Girl Scouts' first ever national Cyber Challenge, coming in 2019. GSEMA was honored to partner with GSUSA and Raytheon to pilot this program. In addition, the **Think Like an Engineer Journey** girls to design thinking to understand how engineers solve problems.

“Today’s Girl Scouts have strong voices and are excited to change the world, and these new programs will help prepare them to take on leadership positions and explore fields where

women are often underrepresented,” says Carrie Weatherbee, Chief Membership Services Officer of Girl Scouts of Eastern Massachusetts. “We believe in the power of *all* girls, and we invite them to strengthen their leadership skills by joining Girl Scouts.”

GSUSA works with top organizations in fields that interest today’s girls. Combined with Girl Scouts’ expertise in girl leadership development, these organizations and specialists advise and inform on content to provide the most cutting-edge programming available to girls. Content collaborators include Code.org, the Cyber Innovation Center, robotics educator and author Kathy Ceceri, the Leave No Trace Center for Outdoor Ethics, the Museum of Science, Boston, and WGBH’s Design Squad Global.

Prepare your girl to unleash her inner strength. To join or volunteer, visit gsema.org/join.

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We're Girl Scouts of Eastern Massachusetts (GSEMA) We're 47,000 strong, with 32,000 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)[™] to change the world. Girl Scouts is the preeminent leadership development organization for girls. GSEMA is the 10th 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 gsema.org.

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