

COMPANY LOGO



For Immediate Release
Date

Contact:
Contact Name
Organization
Phone Number

COMPANY NAME Participates in Girl Scouts "Dress-Down Days"

(Boston, MA) COMPANY NAME is pleased to announce that they will participate in the Girl Scouts of Eastern Massachusetts "Dress-Down Days" promotion to support their campership campaign, which provides financial aid assistance to send deserving girls to camp this summer.

Employees of COMPANY NAME will have the opportunity to participate in the "Dress-Down Day" on DATE. All employees are encouraged to make \$5 donation to wear jeans to work with the proceeds go directly to the *Girl Scouts' Campership Campaign*

QUOTE FROM COMPANY

"Every child should have the chance to experience summer camp at least once—and no one knows camping like Girl Scouts. Requests for financial aid for camp this summer are at an all time high," said GSEM CEO Ruth N. Bramson. "We don't want to turn any girl away from camp, and we are so thankful that COMPANY NAME is participating in our "Dress-Down Days" to help send girls to camp!"

The "Dress-Down Day" promotion kicks-off Friday, June 5th and runs to August 14th. Girl Scouts of Eastern Massachusetts' invite companies, organizations and schools in eastern Massachusetts to "Go Green" this summer and participate in this fun team-building activity while also supporting a great cause. To learn more about Girl Scout camp or to make a donation to the *Campership Campaign*, please visit www.hergirlscouts.org. To get your company involved or for more information on the campaign, please contact Amanda Darnell at 857-453-5312 or adarnell@girlscoutseasternmass.org.

About COMPANY

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About Girl Scouts of Eastern Massachusetts

Girl Scouts of Eastern Massachusetts serves more than 45,000 girls ages 5-17 and 17,000 adult volunteers in 178 communities across Eastern Massachusetts with the mission to build girls of courage, confidence and character, who make the world a better place. The Girl Scouts provide girls with the opportunity to DISCOVER their world, CONNECT with and build an understanding for others and TAKE ACTION to make the world a better place. Girls are guided by committed and caring adults who make learning fun. Girl Scouting helps each girl achieve her personal leadership pathway to the future. The Girl Scouts organization has a rich history and has been the nation's leading expert on girls for nearly 100 years.

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