



News Release

For immediate release

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CAMP CEO is Launched!

MABLETON, GA. (June 8, 2010) – Girl Scouts of Greater Atlanta, Inc. has announced the launch of a new mentor/mentee program that teams influential Atlanta businesswomen with teen Girl Scouts in a camping event called Camp CEO. The inaugural camp-out for the annual event is occurring this week, June 7-11 at Camp Timber Ridge in Mableton, Georgia.

“Camp CEO is a new and exciting program bringing together executive women leaders with teen Girl Scouts to discover what it takes to become a CEO or senior executive,” said Marilyn Midyette, chief executive officer of Girl Scouts of Greater Atlanta, Inc. “Girl Scouting is about building girls of courage, confidence and character who will become esteemed leaders in the future. We’ll be connecting our girls with accomplished businesswomen committed not only to a life of success, but to a life of significance,” added Midyette.

Planned activities for Camp CEO include “Dreaming Your Future” in which the women executives will share life lessons in leadership with the teens. The girls will also be taught lessons in fiscal responsibility, networking and creating their own business cards and personal brands. There will be team-building activities including a Zumba class (Latin dance aerobics) and an “Amazing Race” to build bonds through sports and physical fitness.

Some of Atlanta’s leading businesswomen will be part of the camp event including Kathy Betty, owner of the Atlanta Dream (the WNBA basketball team), Yolanda Adrean, Atlanta city councilwoman for District 8, Susan Bixler, chief executive officer of Bixler Consulting Group (and finalist for Small Business Person of the Year), Kelly Dolan, executive director for Susan G. Komen for the Cure® (Atlanta chapter) and Jean Holloway, executive vice president of Bank of North Georgia. Girl Scout attendees are mostly from grades 10, 11 and 12, and were selected based on proven leadership skills, an essay application, a personal interview and references.

About Girl Scouts of Greater Atlanta

Girl Scouts of Greater Atlanta, Inc. is the premiere leadership development organization for girls, serving over 41,000 girls, with almost 18,000 adult members in 34 counties in the greater metropolitan Atlanta area, northwest Georgia and Polk County, Tennessee. Girl Scouting builds girls of courage, confidence and character who make the world a better place. For more information about how to join, volunteer or donate to Girl Scouts of Greater Atlanta, Inc. call 800.771.4046, or visit www.gsgatl.org. For information about the national organization visit the Girl Scouts of the USA’s website at www.girlscouts.org

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