



Media Contact:

Jaime Alvarez
Senior Director of Marketing & Communications
315.698.9400 x2049 office
315.263.5957 mobile
jalvarez@gsnypenn.org

FOR IMMEDIATE RELEASE

Fort Drum Girl Scouts ‘Think Like Entrepreneurs’ to Develop and Host Gift Bazaar November 21 at Salmon Run Mall

Watertown, N.Y. (November 12, 2020) — Through Girl Scouts, girls learn to think like entrepreneurs as they participate in activities that spark curiosity, confidence and innovation. Research shows that girls are actively interested in becoming entrepreneurs and using their skills to make an impact on the world. Local Girl Scouts in [Girl Scouts of NYPENN Pathways](#) (GSNYPENN)’s Fort Drum Service Unit 512 are doing just that!



The troops have been busy learning how to truly run a business from conception through success/failure working on their Girl Scouts entrepreneurship badges. And on Saturday, November 21 (just two days after Women’s Entrepreneurship Day), seven troops will sell the repurposed, handmade items they’ve developed and created in a storefront at Salmon Run Mall in Watertown from 10 a.m. to 4 p.m.

The Fort Drum Girl Scouts have created items ranging from wind chimes to picture frames and planters to bookmarks (which also come with a free book). Girls will gift wrap items for no charge. Girl Scout t-shirt bags (in light of the plastic shopping bag ban) are also available for purchase. Families with girls interested in learning more about Girl Scouts and joining the program can sign up at the bazaar. Masks and social distancing are required during the event.

While there are sometimes stumbling blocks on a girl’s path to entrepreneurship—including fear of failure, concerns about bringing her big idea to life and the perception that men are more likely to be entrepreneurs than women—every girl benefits, and maybe even discovers a future career path, by learning to think like an entrepreneur through Girl Scouts.

“Girl Scouts is the perfect place to support young girls as they explore entrepreneurship and progress through the program because it provides a foundation for them to learn important skills. It’s been inspiring watching our troops embrace this challenge of building a business from start to finish—creating an idea, altering it to make it work, devising a plan, producing items and marketing them. Even if they fail—no one shows up or purchases their items—they’ve gained very important life and leadership skills through this hands-on experience,” says GSNYPENN Fort Drum Service Unit Manager Melissa Johnson.

Questions about the November 21 event or Girl Scouting in the Fort Drum and greater Watertown area? Contact Johnson at 315.779.0907 or fortdrum@gsnypenn.org.

GSNYPENN serves girls in grades K-12 in Allegany, Broome, Cayuga, Chemung, Chenango, Cortland, Delaware, Herkimer, Jefferson, Lewis, Madison, Oneida, Onondaga, Ontario, Oswego, Otsego, St. Lawrence, Schuyler, Seneca, Steuben, Tioga, Tompkins, Wayne and Yates counties in New York, in addition to Bradford and Tioga counties in Pennsylvania. Annual membership is just \$25 and financial assistance is available. To search for troop opportunities, visit gsnypenn.org/join or text LEAD to 315.766.2268. The council is also looking for caring, trusted adults to serve in a variety of volunteer roles. Visit gsnypenn.org/volunteer for more information.

###

Girl Scouts of NYPENN Pathways, Inc.

Girl Scouts is the preeminent leadership development organization for girls. We believe in the power of every G.I.R.L. (Go-getter, Innovator, Risk-taker, Leader)™ to change the world. Our extraordinary journey began more than 100 years ago with the original G.I.R.L., Juliette Gordon “Daisy” Low. Today we continue the Girl Scout mission of building girls of courage, confidence, and character, who make the world a better place. GSNYPENN is chartered by Girl Scouts of the USA to administer the Girl Scout program in 24 counties of New York and two in Pennsylvania. We offer every girl a chance to practice a lifetime of leadership, adventure, and success. Girl Scouts serves girls in grades K-12. Annual membership is \$25. Financial assistance is available. To register a girl online, visit gsnypenn.org/join. To become an adult volunteer, learn more at gsnypenn.org/volunteer.