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FOR IMMEDIATE RELEASE

Go For Gold, Silver or Bronze With GirlCrater™ Self-Guided Olympic Patch Program, Suitable For Fans of Any Age

Cicero, N.Y. (June 4, 2021) — Every Olympic athlete started their journey as a child with a dream. To celebrate the amazing accomplishments of the athletes whose dedication and perseverance inspire all, Girl Scouts of NYPENN Pathways (GSNYPENN) has developed an exclusive, commemorative fun patch and self-guided program. The Olympic Patch Program is designed to encourage athletes of the future through learning about the Olympic Games of yesterday and today.



GSNYPENN's new initiative, GirlCrater™, provides supplemental programming for all youth with engaging, purposeful activities designed to help them explore the world around them. Activities can be completed solo or with a group through fun patches and monthly subscription boxes (coming soon).

The Olympic Patch Program is just \$10 per person and provides hours of activities to engage, excite and inspire all youth about the Olympics. The beautiful, full-color embroidered patch was approved by the official U.S. Olympic Committee and can be used by all scouting and youth programs or by individuals who wish to earn the patch while participating in self-directed activities. It can be ironed onto uniforms, jackets, bags

or more as desired.

"We're thrilled to offer this quality program and patch to anyone who wishes to celebrate the return of the Olympic Games," says Julie Dale, GSNYPENN CEO. "Patches are a great way to commemorate special events that happen over kids' lives."

"This program is designed to appeal to all youth ages 5-17, and even families," says Amanda Coyle, GirlCrater™ E-Commerce Manager. "We can't wait to hear from participants about how the Olympic athletes inspire them."

- This exclusive patch program benefits kids of all ages. Girl Scouts membership is not required.
- The self-guided program includes instructions for 10+ hours of Olympic activities, crafts and games that teach kids the history of the Olympic Games, all about Team USA, and the culture of host country, Japan.
- Participants can celebrate the Olympics and host their own backyard games.
- The beautiful, exclusive embroidered patch features the official Olympics logo and metallic threads.
- Programming includes optional watch party participation during the televised games.

The Olympic Patch Program is just \$10 per participant and can be purchased online at gsnypenn.org/girlcrater. For more information, follow facebook.com/girlcrater or email Amanda Coyle, E-Commerce Manager, at acoyle@gsnypenn.org.

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About Girl Scouts of NYPENN Pathways, Inc.

Girl Scouts is the preeminent leadership development organization for girls. We believe in the power of every girl to change the world. Our extraordinary journey began in 1912 when our Movement was founded by 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, visit gsnypenn.org/join. To become an adult volunteer, learn more at gsnypenn.org/volunteer. To help make Girl Scouting possible for girls in your community, visit gsnypenn.org/donate.