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Media Contact:

Jaime Alvarez
Vice President of Marketing & Communications
315.263.5957 mobile
315.275.2251 office
jalvarez@gsnypenn.org

Celebrate Girl Scout Week 2025: March 9-15



Girl Scout Week occurs every March and includes the organization's birthday on March 12.
(Photo courtesy of Girl Scouts of NYPENN Pathways)

Syracuse, N.Y. (March 9, 2025) — [Girl Scouts of NYPENN Pathways](#) (GSNYPENN) invites the community to join its celebration of Girl Scouting today, the first day of Girl Scout Week, through Saturday, March 15. Commemorated annually, the weeklong celebration also includes Girl Scouts' Birthday on March 12.

This year, the global movement founded in 1912 by Juliette Gordon Low in her hometown of Savannah, Ga., turns 113. Known as “Daisy,” Low encouraged girls to embrace their unique strengths. Her first troop of 18 girls shared a sense of curiosity and the belief that they could do anything. Through leadership, outdoor adventure and community service, Girl Scouts took part in activities not widely available to them at a time when women in the U.S. could not yet vote and were held to strict societal norms.

“Juliette redefined what was possible by creating a space where all girls felt safe to be active, explore new ideas and contribute to society regardless of background,” says GSNYPENN CEO Julie Dale.

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“Her passion to empower girls to build leadership skills, become self-reliant, make a global impact and develop their potential is carried forward through the learning, service, friendship and fun we provide today’s Girl Scouts as they grow.”



Anyone can celebrate Girl Scout Week—whether current member, volunteer, alum or friend. The council’s activities this year include:

March 9: Spirit Sunday – Create a kindness SWAP (small unique item) and exchange it with others (“SWAP” is a Girl Scout term for “Special Whatchamacallits Affectionately Pinned Somewhere”)

March 10: Affirmation Monday – Write positive affirmations on popsicle sticks, use them when you need some extra encouragement

March 11: Troop Tuesday – Follow the advice of Girl Scouts’ “Make New Friends” song which emphasizes the importance of making new friends while keeping old ones and highlights the value of our relationships

March 12: Girl Scouts’ Birthday – Celebrate 113 years of building girls of courage, confidence and character who make the world a better place

March 13: Thankful Thursday – Share why you’re thankful for Girl Scouting or for a special Girl Scout in your life

March 14: Flash Forward Friday – Decorate a “Flat Juliette” and take her on adventures, get yours at gsnypenn.org/gswweek

March 15: Service Saturday – Complete an act of community service or reflect on a recent action or project that has positively impacted your community

Sweet Girl Scout Cookie® Savings

To celebrate Girl Scouts’ March 12 birthday, GSNYPENN has free shipping on 12 packages of cookies for online orders placed during Girl Scout Week. Cookies are \$6 per package. Use the Cookie Finder at girlscoutcookies.org to place an order in support of a local troop (or to find a nearby booth to purchase cookies in person). *Customers must purchase 12 packages for an order total of \$72; shipping savings is \$14.99; offer good March 9-15, 2025, only.*

(All photos & graphics used with permission, courtesy of Girl Scouts of NYPENN Pathways)

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About Girl Scouts of NYPENN Pathways, Inc. (GSNYPENN)

Girl Scouts is the preeminent leadership development organization for girls* in grades K-12. Our extraordinary journey began in 1912 when our Movement was founded by Juliette Gordon Low (also known as “Daisy”). Today, we continue our mission to build girls of courage, confidence, and character who make the world a better place and offer every girl the chance to practice a lifetime of leadership, adventure, and success. We are chartered by Girl Scouts of the USA to administer the Girl Scout program in 24 counties of New York and two in Pennsylvania. Learn more at gsnypenn.org.

**GSNYPENN uses the term “girl” inclusively to speak to everyone who identifies with the Girl Scout experience, which includes cisgender girls, gender-expansive youth, transgender youth, non-binary youth, gender non-conforming youth, genderqueer youth and any girl-identifying human.*