

Irish Girl Guides

Bantreoraithe na hÉireann

Trefoil House, 27 Pembroke Park, Dublin 4

Ph: +353 (0)1 668 3898/668 9035

Fax: +353(0)1 660 2779

Email: info@irishgirlguides.ie

www.irishgirlguides.ie

Press Release

Irish Girl Guides Get a New Look!

On Saturday April 10th the Irish Girl Guides will launch its new logo and new uniforms with a big event for 400 of its members in The Dome, Thurles, Co. Tipperary. This comes in advance of IGG's 100 year celebrations in 2011 and will illustrate how modern, young and vibrant the Irish Girl Guides really are! The Irish Girl Guides were founded in Harolds Cross in 1911. Now in its 99th year the Irish Girl Guides have 10,500 members countrywide.

IGG's new uniforms have been designed in consultation with some of the younger members. They are bright, colourful and 'cool' in the words of the girls! IGG has always been forward thinking and we feel that our new look will encourage members to have pride in their uniform. With so much of IGG's programme based on learning by doing, group activities and the outdoors the new uniforms are practical and versatile and come in different colours for each section. The new look includes colourful t-shirts, trendy hoodies and fitted micro fleeces as well as accessories such as branded bags.

Ladybirds, Brownies and Guides aren't just cute kids in uniforms who go camping. The Irish Girl Guides are so much more. IGG members are currently working some exciting projects such as a weekly Guide unit in Crumlin Hospital for girls who want a fun break from the hospital life, Road Safety & Drug Prevention programmes for our members, our Outreach Programme – the positive step of bringing minority ethnic communities into IGG. Some of our core methods are still in place such as earning badges but we have also modernised these for example: new Brownie Badges -Discovering Faith, Cultural Diversity, Foreign Language, Disability Awareness and for Guides - Chocolate, Film Lover, Beautician, Renewable Energy, Ski-ing and Team Player.

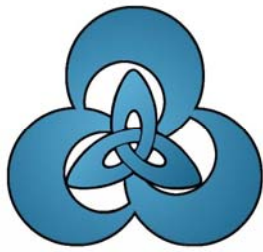
Commenting on the IGG's new look, Emer O'Sullivan, Chief Commissioner of the Irish Girl Guides says: "We were very conscious when designing our new logo that we kept the traditional elements of Guiding, the Trefoil which is used by all Guiding Associations, together with the uniquely Irish Celtic knot, in a modern style. Up till now, our Guides and adult Leaders all wore the same uniform. Our new range of uniforms has colours and styles to suit all ages."

Linda Peters, CEO of the Irish Girl Guides says: "The launch of our new logo and uniforms comes at a very exciting time for our organisation as the Irish Girl Guides will celebrate its centenary in 2011. We will have a dynamic new image as we move into the next century of Guiding."

The launch in Thurles on 10th April will see 300 girls aged 10- 15 and 100 leaders from all over the country come together for a fashion show of uniforms from the last 100 years as well as taking part in 100 Guiding challenges with everything from hand-printing, crafts, fun outdoor games, and camping challenges to taking a photo in the shape of our organisations letters and sending messages to Girl Guides around the world via the internet.

The 10th of April has been chosen as a date, as this is day when the World Association of Girl Guides and Girl Scouts (WAGGGS) will celebrate the centenary of Guiding worldwide with a themed 'Plant Day'. Girl Guides all over Ireland will be planting trees in their local towns.

For further information please contact Roisin Fitzgerald, PRO Irish Girl Guides on 087 9925312 or roisinnicgearailt@gmail.com. Our website is www.irishgirlguides.ie



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Additional Info about the Irish Girl Guides

The Irish Girl Guides has 10,500 active members and is a uniquely girl-only, youth driven, active and dynamic organization. It offers a varied and exciting programme for girls and young women aged 5-26 and opportunities for leaders of all ages. They enjoy the activities as they can 'just be girls' without any pressures and learn to be themselves in a safe environment while learning the skills that will one day help them to be responsible citizens and adults.

The Irish Girl Guides has four different age brackets: Ladybirds are girls aged 5-7 Brownies are girls aged 6 ½ - 11 Guides are girls aged 10 ½ - 15 Senior Branch are girls aged 14 ½ - 26. And from the age of 18 onwards, you can be a Leader with the Irish Girl Guides. Each section follows an age specific programme that's educational but fun.

In an all-female organisation, the girls are free to progress and express themselves in a comfortable setting. They enjoy the activities as they can 'just be girls' without any pressures and learn to be themselves in a safe environment while learning the skills that will one day help them to be responsible citizens and adults.

Girls in Guiding have the opportunity to Learn by doing their best; Grow in Self-Confidence; Learn New Skills ; Form Close Friendships; Develop Teamwork Skills; Learn Life Skills; Try out great new activities; Gain new experiences; And most importantly, have lots of fun!

We have a strong emphasis on the outdoors, environment, community responsibility and teamwork. The girls' self-esteem and leadership skills are developed as they progress through Guiding. The Irish Girl Guides actively promotes diversity and inclusion and welcomes girl and young women from all walks of life.

As IGG is part of a worldwide movement (W.A.G.G.S) of over 10 million girls and young women in over 145 countries, the girls' awareness of global issues and sense of solidarity with their fellow Guides around the globe is increased. The girls learn all about campaigning and advocacy and there are also wonderful travel opportunities and camps abroad for our Guides and Senior Branchers. Most people will remember these camps and travel opportunities as life changing experiences or the best experiences of their teenage years. They often make lifelong friends in Guiding and develop strong bonds that will endure for years and years.