



GROW GUIDING PR PETALS

DEAR PR ADVISERS

This new newsletter will be sent to Area PR Advisers in addition to the PR PRESS. The PR Petals is a tool for you to share with Members of your PR Team or Guiders in your Area that assist you with your Area's PR Plan.

As we work towards the Grow Guiding Membership and Marketing Campaign of fall 2006, we will be sharing items that feature "Guiding in the News", upcoming events, new tools, new resources and any other items that you can use to keep your team involved and motivated.



**Are you a supporter of Grow Guiding?
Have you seen or shared the
Grow Guiding message?
Have you received your "Grow
Guiding" Jelly Bracelet?**

URGENT APPEAL - HYGIENE KITS

The Red Cross is currently requesting more **hygiene kits** and **children's clothing** (ages 3-15) to help the victims of the earthquake in Pakistan and of Hurricane Stan in Central America. Please work with your Program Advisers to promote this worthwhile service project in your Area.

GUIDING IN THE NEWS

- "Guide Scout Hall result of strong community", North Island Gazette, September 28, 2005
- "Long friendships – and great cookie – in Guiding", Parksville Qualicum News, October 4,
- Annual Cookie Sales for Good Causes," *Vancouver Sun*, Oct. 11
- "Girl Guide Cookie Campaign Returning," *Kelowna Capital News*, Oct. 9
- "Guides Collect 1,100 Pounds for Salvation Army Food Bank," *Parksville Qualicum News*, Oct. 7
- "Guiding Birthday," *The Daily Townsman* (Cranbrook), Oct. 6
- "Guiding Birthday," *The Daily Bulletin* (Kimberley), Oct. 6
- "Watch for Girl Guides with Cookies," *Penticton Herald*, Oct. 6
- "It's Girl Guide Cookie Time Again," *The Daily Courier* (Kelowna), Oct. 6

GREYCUP PARADE

Saturday November 26, 2005

11 am start - downtown Vancouver

Vancouver Area has agreed to organize Guiding's participation, and welcomes other Areas to join them. Thanks to Cheam for also agreeing to participate. If any other Areas are interested, please contact Vancouver Area Co-Commissioner Debra Legge by email at guidingcricket@shaw.ca, or by phone at 604-439-7451. She will need to give final participant numbers to the organizers in the next week or so.

The parade will wind its way through downtown Vancouver in front of thousands of spectators and will be nationally broadcast by the CBC. What a great opportunity to increase Guiding's visibility in the community, and to increase our exposure nationally, since it will be televised.

WEBSITE NEWS

Please check out the great new tools and resources available to help you promote Guiding that are available on the new PR for Girl Guide Leaders page <http://www.bc-girlguides.org/subheads/pr-guider.html>.

You may have noticed some new graphics on Website, which have Guiders' quotations on them. We are looking for more quotations from BC Guiders and girls. The theme of these quotes can be "why I am in Guiding" or "what Guiding means to me". Please email them to website@bc-girlguides.org. Quotes should be no more than 15 words. Please provide: quotation, first name and city. For quotations from girls, please provide age. Quotes may be edited for brevity and should be in keeping with consistent, positive Guiding messages.

See below for examples:



We are also looking for photos for the Web site. These can be current or historical; however, please ensure that all submitted photos have photo releases approving their use. Note, photos may be cropped, sized or colour-corrected for Web site use.