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**Girl Scouts Launches ToGetHerThere Campaign Dedicated To
Gender Balanced Leadership in One Generation**

New York, N.Y. — Girl Scouts of the USA (GSUSA) has just announced the launch of ToGetHerThere, the largest, boldest advocacy and fundraising cause dedicated to girls' leadership in the nation's history. The multiyear effort will seek to create balanced leadership—the equal representation of women in leadership positions in all sectors and levels of society—within one generation.

A comprehensive new research study, *ToGetHerThere: Girls' Insights on Leadership*, commissioned by GSUSA in partnership with GfK Roper, reveals that while girls are generally optimistic about their futures, they still see glass ceilings in today's society that will get in the way of achieving their leadership potential. The study, based on a telephone survey of 1,000 girls ages 8–17, found for example that close to three in five girls think that a woman can rise up in a company but will only rarely be put in a senior leadership role. Additionally, more than one-third of girls say they wouldn't feel comfortable trying to be a leader, and almost 40 percent are not sure they're cut out to be a leader.

“It is abundantly clear that our girls have a vision of their leadership potential that is incompatible with what we know they can achieve,” says Anna Maria Chávez, CEO of Girl Scouts of the USA. “The ToGetHerThere campaign is the launch of a cause to impact our girls now, so that we can inspire them to achieve leadership roles in all aspects of society.”

Girl Scouts has launched a \$1 billion philanthropic campaign for girls to fuel this effort and to fund opportunities that enable girls to lead. Ninety percent of funds raised will go directly to services and programs for girls across the nation and in 94 countries globally to help fill critical talent gaps in finance, science, technology, environmental, and global leadership arenas.

The ToGetHerThere cause formally begins the work of breaking down the barriers that are keeping girls from reaching their potential as leaders. The cause will seek to motivate all adult members of society—individuals, corporations, governments, and likeminded organizations—to do their part to support girls. Further, the cause will place this issue front and center on the national agenda. Adults who want to support the cause can visit ToGetHerThere.org for tools on how to be a part of this important movement.

Obstacles to Leadership from a Girl's Point of View

A crucial reason for girls' distorted outlook on leadership may have something to do with their perception of environments as unsupportive of women leaders. The ToGetHerThere study noted that 81 percent of girls believe the workplace could do a better job of meeting the needs of female employees, and the majority of girls believe family responsibilities weigh women down more than men as they attempt to advance in their careers.

“Our Girl Scout Research Institute found that while the majority of girls think anyone can acquire the skills of leadership, only 21 percent believe they currently have most of the key qualities required to be a good leader. This may cause girls to opt out,” says Connie Lindsey, National President, Girl Scouts of the USA. “Negative influences such as stress, fear of speaking in front of others, appearing bossy, and peer pressure may cause girls to simply disengage from assuming leadership roles. We need to change that, and ToGetHerThere is a bold step in the right direction.”

On Tuesday, January 31, in New York City, Girl Scouts kicked off ToGetHerThere with a panel discussion at the TimesCenter featuring female leaders across a number of industries, including finance, media, nonprofit, and sports.

Taking the Message to Capitol Hill

Following the panel discussion at the TimesCenter in New York City, on Wednesday, February 1, Girl Scouts will host an event on Capitol Hill in the Cannon Caucus Room, focusing on the ToGetHerThere cause as an advocacy program for girls. Girl Scouts will be asking Congressional leaders to join them in supporting efforts to foster leadership in all girls, both nationally and in their respective constituencies.

About Girl Scouts of Northern Illinois

Girl Scouts of Northern Illinois serves nearly 20,000 girls and 6,000 adult volunteers in parts or all of Boone, Carroll, Cook, DeKalb, DuPage, Jo Daviess, Kane, Kendall, Lake, LaSalle, Lee, McHenry, Ogle, Stephenson, Whiteside, and Winnebago counties.

Through the Girl Scout Leadership Experience, girls in grades K through 12 are engaged in discovering themselves, connecting with others, and taking action to make the world a better place. Girls develop leadership potential by participating in age-appropriate activities that enable them to discover their values, skills, and the world around them. Activities in science and technology, business and economic literacy, and outdoor and environmental awareness provide girls with opportunities for fun and friendship while fostering the development of leadership skills and self-esteem. For more information on 100th anniversary activities, or how to join, volunteer, reconnect or donate to Girl Scouts of Northern Illinois, visit www.girlscoutsni.org or call 1-800-242-5591.

About Girl Scouts of the USA

Founded in 1912, Girl Scouts of the USA is the preeminent leadership development organization for girls with 3.2 million girl and adult members worldwide. Girl Scouts is the leading authority on girls' healthy development, and builds girls of courage, confidence, and character, who make the world a better place. The organization serves girls from every corner of the United States and its territories. Girl Scouts of the USA

also serves American girls and their classmates attending American or international schools overseas in 90 countries.

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