



News Release

For immediate release

Girl Scouts of Greater Atlanta, Inc.

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Inaugural Camp CEO Empowers Girls

MABLETON, GA (July 4, 2010) – Girl Scouts of Greater Atlanta, Inc. recently hosted the inaugural Camp CEO, at which 23 Atlanta area executive businesswomen were matched with teen Girl Scouts to create mentor/mentee teams. The five-day leadership development camping event was held at Camp Timber Ridge in Mableton, GA, June 7-11.

“We knew Camp CEO was going to be an incredible opportunity for these young women, but the results exceeded our greatest expectations,” said Marilyn Midyette, chief executive officer of Girl Scouts of Greater Atlanta. “While the girls received significant insights into successful leadership, I believe the executives were surprised by how much they learned from the girls. They’re already planning reunions, while we’re already planning the 2011 camp,” she added.

Life skills development programs included such activities as; “Dreaming Your Future,” in which the executives shared life lessons in leadership with the girls, fiscal planning and responsibility, networking, and an “Amazing Race” to build bonds through sports and physical fitness. The closing ceremony for the camp featured Karen Handel, a Georgia gubernatorial candidate, who spoke to the girls of her leadership journey.

Some of Atlanta’s leading business women were part of the camp event including Jean Holloway, executive vice president of Bank of North Georgia, Yolanda Adrean, Atlanta city councilwoman for District 8; Susan Bixler, chief executive officer of Bixler Consulting Group; Carrie Kurlander, vice president communications for Southern Company; Karen Beavor, president and chief executive officer of the Georgia Center for Nonprofits and Kathy Betty, owner of the Atlanta Dream (the WNBA basketball team). Girl Scout attendees were selected from grades 9-12 based on proven leadership skills, an essay application, a personal interview and references.

The teen participants were unanimously enthusiastic about the many leadership lessons they learned. “Camp CEO has helped me a lot with planning and starting my career path,” said Sara, a 16-year old mentee-participant. “All of the CEOs gave good advice and encouraged us to follow our dreams.”

Girl Scouts of Greater Atlanta plans to make Camp CEO an annual summer event. Future dates and more information will be available at: www.gsgatl.org.

About Girl Scouts of Greater Atlanta, Inc.

Girl Scouts of Greater Atlanta, Inc. is the premiere leadership development organization for girls, serving over 41,000 girls, with almost 18,000 adult members in 34 counties in Northwest Georgia. *Girl Scouting builds girls of courage, confidence and character who make the world a better place.* For more information about how to join, volunteer or donate to Girl Scouts of Greater Atlanta call 800.771.4046, or visit www.gsgatl.org. For information about the national organization visit the Girl Scouts of the USA’s website at www.girlscouts.org.

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