



FOR IMMEDIATE RELEASE

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GIRL SCOUT COUNCIL OF GREATER NEW YORK AWARDED THREE-YEAR GRANT TO CONTINUE CAREER EXPLORATION IN THE BRONX

NEW YORK, NY, April 26, 2010 —The Girl Scout Council of Greater New York was recently awarded with a \$600,000 grant from the New York Life Foundation to support and expand the Girl Scout Career Exploration Program (GSCEP). GSCEP provides a progressive curriculum to broaden the personal and professional horizons of New York City girls from minority backgrounds attending five under-resourced middle schools in the Bronx. The program, which is currently serving more than 760 sixth and seventh grade girls, is designed to instill an enthusiasm for higher education and awareness of a wide range of careers while enhancing the girls' academic performance and allowing them to participate in the Girl Scout Leadership Experience.

"We are delighted to support this new initiative. The Girl Scouts have reinvented themselves to provide contemporary programming which is relevant for girls in today's challenging environment," says **Chris Park, President of the New York Life Foundation**.

The GSCEP ties in directly with New York City Department of Education's current emphasis on middle school success and aligns with the New York State middle school curriculum requirement of addressing home and career skills. Girls participate in 32 sessions of Career Exploration per year—one session per week during each of the four quarters of their school year, with each quarter assigned to a specific track: leadership, business, science, and media & arts. Girls are also offered a special event or activity such as a field trip to a company, a career panel, or a leadership day at our camp.

"We are changing the fate of so many young girls by providing them with early exposure to various career paths, instilling leadership development skills, and heightening their self-esteem so that they become confident and courageous young women today and self-sufficient women in the future," said **Dolores Swirin, CEO of the Girl Scout Council of Greater New York**. "We deeply appreciate New York Life Foundation's support in helping us support this important initiative, which aligns with our Council's vision of reaching 100,000 girls annually by 2017 with contemporary and substantive programming."

GSCEP provides a new pathway for girls to experience the Girl Scout Leadership Experience, which is centered on three outcome-based leadership keys—discover, connect and take action. As the largest girls-only leadership development program in New York City, the Girl Scout Council of Greater New York is the ideal organization to teach girl-specific Career Exploration programming to New York City's most at-risk middle school girls.

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About the Girl Scout Council of Greater New York

The Girl Scout Council of Greater New York provides New York City's largest girls-only leadership development program reaching more than 22,000 girls aged 5 to 17. Approximately 59% of our girls are from low-income families and we reach girls in virtually every zip code of all five boroughs. Girl Scouts enjoy programs that include college prep and career exploration, financial literacy, science, community service and global citizenship. Today's Girl Scouts are prepared to lead today as well as tomorrow, fulfilling our mission of building girls of courage, confidence and character who make the world a better place. Visit www.girlscoutsnyc.org to learn more.

About The New York Life Foundation

Inspired by New York Life's tradition of service and humanity, the New York Life Foundation has, since its founding in 1979, provided more than \$130 million in charitable contributions to national and local nonprofit organizations. Through its focus on "Nurturing the Children," the Foundation supports programs that benefit young people, particularly in the areas of mentoring, safe places to learn and grow, educational enhancement opportunities and childhood bereavement. The Foundation also encourages and facilitates the community involvement of employees, agents, and retirees of New York Life through its Volunteers for Life program. To learn more, please visit the Foundation's Web site at www.newyorklifefoundation.org.