



Girl Scouts

**Minnesota and Wisconsin
River Valleys**

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“Caps Off With Girl Scouts” proved a successful partnership between Girl Scouts, AVEDA, and community members.

(St. Paul, MN) More than 5,100 Girl Scouts of Minnesota and Wisconsin River Valleys’ members participated in a council-wide service learning project “Caps Off With Girl Scouts” to help girls understand another level of recycling efforts and the power of Girl Scouting to get community members excited about improving the world around them. The project partnered River Valleys’ Girl Scouts and Minnesota-based AVEDA to collect plastic bottle caps that cannot be recycled in traditional plastic recycling methods.

The collected caps included those from water bottles, soda bottles, shampoos, and laundry detergents, among others. Instead of letting these caps go to waste, taking up space in landfills, filtering to beaches and public spaces, and potentially getting into the world’s water supplies, AVEDA will give them a second life by creating new, 100 percent recycled tops for future products. More than 305,000 caps weighing a total of 3,075 pounds were collected by Girl Scouts throughout the Twin Cities metro area, southern Minnesota and western Wisconsin during the two-week project, April 17-26, 2009.

"Aveda was excited to partner with the Girl Scouts of Minnesota and Wisconsin River Valleys in support of the Caps Off With Girl Scouts program," said Chuck Bennett, VP Earth & Community Care, Aveda. "By engaging troops in the program, the Girl Scouts succeeded in nurturing the next generation of environmental activists." Bennett continued, "Every cap the Girl Scouts collected is one less piece of plastic in the mouth of a baby seal, penguin or turtle."

Girl Scouts who participated also were eligible to earn a special patch for their efforts. Requirements to earn the patch included completion of activities in “reduce, reuse, recycle” categories such as using washable plates and utensils during troop snack times instead of plastic or Styrofoam, packing no-waste lunches, organizing a neighborhood garage sale, or donating old books to a local classroom.

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In addition to collecting plastic caps for the project, girls were required to take the Minnesota Energy Challenge at www.mnenergychallenge.org. Through the challenge, the girls learned how to calculate their carbon footprint and how to save money and energy in their homes. This activity allowed the whole family to get involved, making this project even more rewarding.

Teaming up Aveda's recycling efforts and the Minnesota Energy Challenge, Girl Scouts and members of their communities took great strides to have a positive impact on the environment. To learn more about Aveda's cap recycling project, go online to www.aveda.com/caps.

About Girl Scouts of Minnesota and Wisconsin River Valleys

In partnership with 18,000 adult volunteers, the Girl Scouts of Minnesota and Wisconsin River Valleys helps nearly 45,000 girls each year—in all or portions of 49 counties in southern Minnesota and western Wisconsin—to discover new abilities, connect with new friends, and take action to improve their communities. Girl Scouts is the world's preeminent leadership development organization for girls, building girls of courage, confidence, and character, who make the world a better place. For more information, call 800-845-0787 or visit www.girlscoutsrv.org.

About Aveda

Aveda manufactures professional plant-based hair care, skin care, makeup, Pure-Fume™, and lifestyle products. Headquartered in Blaine, Minnesota, Aveda is available in Aveda stores and in nearly 7,000 professional hair salons and spas in 24 countries worldwide. For more information, go online to www.aveda.com.

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