

May 26, 2009

Dear River Valleys' Service Unit Manager:

We hope you and your Girl Scouts are enjoying the spring. With summer right around the corner, a Dairy Queen Blizzard – especially a Girl Scout Thin Mint Blizzard – might make a refreshing treat on a hot day. In July 2008, Girl Scouts of the USA (GSUSA) partnered with American Dairy Queen (DQ) to feature the Girl Scout Thin Mint Blizzard as the “Blizzard of the Month.” To say this Blizzard took the country by storm would be the truth. It was the most popular featured Blizzard *ever!* During this time, Girl Scout troops partnered with local Dairy Queen stores to have special Girl Scout tours and Blizzard-making sessions, as well as learned firsthand about business operations from franchise owners. In addition, Dairy Queen stores supplemented the large national advertising campaign by promoting local Girl Scout troops and activities.

GSUSA has again partnered with DQ to feature a new Girl Scout Tagalong/Peanut Butter Patty “Blizzard of the Month” in July, along with a special Girl Scout Appreciation Week, July 20-26. They will also bring back the Girl Scout Thin Mint Blizzard for August. During Girl Scout Appreciation Week, and possibly throughout July and August, Dairy Queen stores may want to work with local Girl Scout service units and troops. Program activities for girls will vary from store-to-store depending on the store management.


GSUSA and DQ have created additional business and financial literacy programs for girls and troops which can be found on our council website at [www.girlscoutsrv.org](http://www.girlscoutsrv.org) by early June. We have also included promotional materials such as press release templates and graphics for girls and troops to use. To ensure that all Dairy Queen stores have some basic information about River Valleys, we have mailed each store a small public relations kit.

We encourage you to contact your local Dairy Queen store and work with them to promote Girl Scouting during July and August, as well as the special Girl Scout Appreciation Week. Please remember that per *Safety-Wise*, Girl Scout service units and troops cannot engage in any direct marketing or fundraising for Dairy Queen.

Last, but not least, River Valleys has received special electronic DQ coupons to promote the new Girl Scout Tagalong/Peanut Butter Patty Blizzard in July. Please feel free to distribute the coupons as an appreciation/recognition tool for your Girl Scout volunteers and families or as any other way you see fit. This is a great way to thank leaders and/or service team members, as well as connect with them over the summer.

If you need additional information about the Dairy Queen promotion please contact your membership specialist or call 800-845-0787. Thank you for supporting this partnership.

Sincerely,



Janet Gracia  
Senior Vice President, Membership



Lisa Hiebert  
Marketing and Communications Director