

May 26, 2009

Dear Dairy Queen Store Owner/Manager:

Thank you for supporting your local Girl Scout council – Girl Scouts of Minnesota and Wisconsin River Valleys – by participating in the American Dairy Queen and Girl Scouts of the USA partnership. We are excited you will be featuring the new Girl Scout Tagalong/Peanut Butter Patty Blizzard as the “Blizzard of the Month” for July and bringing back the wildly popular Girl Scout Thin Mint Blizzard in August. Thank you for promoting Girl Scouting by hosting “Dairy Queen’s Girl Scout Appreciation Week” on July 20-26 at your store.

Last year, Girl Scouts had a wonderful time learning about business from their local Dairy Queen stores. Some of the programs and partnership included:

- Special store tours, staff shadowing, and Blizzard-making sessions;
- Local Girl Scout informational booths, events, and resources at stores;
- Additional store discounts to Girl Scout volunteers and girls who wear their Girl Scout pin or uniform; and
- Distributing a fun press release about DQ and Girl Scouts to local media.

To help you promote this partnership with River Valleys, we have created a special page on our council website at www.girlscoutsrv.org with program and promotional resources for Girl Scouts, troops, and Dairy Queen stores, as well as included a small DQ/Girl Scouts Promotional Kit for you to display at your store which includes:

- 3 Girl Scout fliers
- 10 Informational Girl Scout brochures
- 100 Girl Scout bookmarks
- General DQ/Girl Scout press release template for you to customize for your local community publications

We have shared details about this exciting partnership with the more than 63,000 girl and adult members in our 49-county jurisdiction. Girl Scout leaders and service unit managers have been encouraged to contact their local DQ to build a relationship or program activity for girls in your community. If you have not been contacted by a local Girl Scout troop, but would like to work with Girl Scouts in your area, please contact us at 800-845-0787 or girlscouts@girlscoutsrv.org and we will forward your information to the local Girl Scout staff or volunteer for your area.

Thank you for helping Girl Scouts build girls of courage, confidence, and character who make the world a better place.

Sincerely,



Lisa Hiebert
Director of Marketing and Communications