

Media release
20 July 2011

Get dunking for Girl Guides!

For a limited period, Kiwis who missed out on buying Guide biscuits now have the opportunity to purchase them over the internet to help girls go to GirlGuiding New Zealand's jamboree at Rotorua in January 2012.

Biscuits sold out in some parts of the country quite early on and the selling season was very limited in Christchurch due to the earthquakes on February 22. As a result of donations to Christchurch girls, many biscuits were given to food banks and needy families in the shaky city.

To recognise this, a special supply of original Guide biscuits only will be on sale from Monday (25 July) with at least \$20 from every carton sold going to directly assist Guides and Rangers from all over the country to attend jamboree and have the time of their life.

"We know that people from throughout New Zealand are struggling financially at the moment – so we wanted to provide an opportunity where some of the money raised from selling this special allotment of biscuits goes back to our girls in a way they will remember for ever," said GirlGuiding New Zealand's Chief Executive Ruth Teasdale.

The 2011 batch of Guide biscuits has been described as the best ever after a group of Guide members and leaders worked closely on improving the biscuits with manufacturers Griffin's. The team was involved from updating the cutter to packaging, taste testing, biscuit colour and texture, and finally the television commercial in which they starred.

The Jamboree is held every four years and girls and leaders get to spend a week participating in a huge range of activities on land and water. It is recognised as a life changing experience for girls and women for whom those wonderful memories stay with them for a lifetime.

The original Guide biscuits are being sold in cartons only for \$45 plus handling through www.guidebiscuits.co.nz or at www.girlguidingnz.org.nz/shop.

The sale starts on Monday 25 July and ends on 12 August. So be in quick ...

More information is available from GirlGuiding NZ, Jane Smithson, phone 027 445 0026 or email jane.smithson@girlguidingnz.org.nz or Bobbi Oliver, phone 027 444 3708 or email bobbi.oliver@girlguidingnz.org.nz.