

Pointers For Parents

Mentoring Program For Women Merits Respect

(NAPSA)—A grassroots mentoring program is helping young women to gain confidence and to excel. Studies already show how youths who participate in mentoring relationships experience a number of positive benefits. As part of its effort to mentor to girls and young women, General Motors Women's Marketing & Sales team is working with dealerships to bring its Car Sense program to Girl Scouts across the country.

The GM Women's team and the Girl Scouts of Black Diamond Council launched the new program this year at Moses Cadillac, Buick, Pontiac, GMC in Charleston, W.Va. The Girl Scout Girl Power Extravaganza gave local girls the opportunity to earn their Car Sense badges in a first-of-its-kind program.

The inaugural program was initiated by Lisa Coggins, GM field area parts manager and local Girl Scout volunteer.

"As a mother, a troop leader and a GM employee, I felt it was important to bring Girl Scouts and GM together for this event," said Coggins. "It was a perfect opportunity to show these girls what they can do and offer them the knowledge and empowerment to make choices in their lives."

The girls and their parents were treated to sessions where they learned about oil changes and preventive maintenance, how to change a tire and the importance of proper tire care, a GMAC

SmartEdge financial education seminar and travel safety and fun tips.

"Through this event, girls are able to learn firsthand life skills that will foster positive self-confidence and independence," said Susan F. Thompson, CEO of Girl Scouts of Black Diamond Council. "In addition, girls were also able to expand their career horizons by talking with women in unique professions."

The GM Women's Marketing & Sales team is working to provide this type of program and other female-focused programs to women through dealerships across the country. "This was a groundbreaking event for both Girl Scouts and GM," explained Cynthia Price, GM Women's Marketing & Sales manager. "It is a great opportunity for these young women to meet our female dealers, learn more about cars and car care as well as realize that non-traditional professions are open to them as a career."

In terms of educational achievement, mentored youths have better attendance; a better chance of going on to higher education; and better attitudes toward school. In terms of health and safety, mentoring appears to help prevent substance abuse and reduce some negative youth behaviors. On the social and emotional development front, taking part in mentoring promotes positive social attitudes and relationships. To learn more, visit www.gm.com/women.