



## Help Send Girls To Summer Camp

(NAPSA)—This summer, enjoying a sweet treat can be more than an indulgence, it can also be an opportunity to contribute to the future success of hundreds of girls. That’s the word from Nestlé Crunch, which is collaborating with Girl Scouts of the USA (GSUSA) on a new campaign to help send girls to summer camp.

The “Let’s Get Her To Camp” cause-marketing campaign was launched to celebrate the return of the award-winning Nestlé Crunch Girl Scout Candy Bars, which are back for a limited time this summer. To kick it off, Nestlé Crunch will donate a minimum of \$200,000 to fund camp scholarships and help send hundreds of girls to camp. Consumers can help increase the donation to \$250,000 and send even more girls to Girl Scout summer camp by participating online in the Nestlé Crunch Girl Scout Candy Bars virtual campfire and sharing their own campfire stories.

### How to Participate

To participate and help send girls to Girl Scout camp, go to [NestleCrunch.com/LetsGetHerToCamp](http://NestleCrunch.com/LetsGetHerToCamp), [Facebook.com/NestleCrunch](https://www.facebook.com/NestleCrunch), or post on Twitter @NestleCrunchUS, using the hashtag #LetsGetHerToCamp between now and Aug. 31, or until the consumer submission goal is met.

### Lifetime Benefits

According to “More Than S’mores,” a new study by the Girl Scout Research Institute, girls benefit immensely from time spent outdoors. Girls with monthly exposure to the outdoors are described in the report as stronger challenge seekers and better problem solvers—important traits in 21st century leadership. The study also found that girls from less-advantaged families who have regular outdoor exposure through Girl Scouts are more likely to take on leadership roles than their peers who spent less time outdoors.

### Stories Around The Campfire

To help launch the campaign, Nestlé Crunch Girl Scout Candy Bars is partnering with a group of inspirational women who celebrate the mission of the Girl Scouts. They include actress and recording artist Lucy Hale, retired four-star Army Gen. Ann Dunwoody, Olympic gold medalists Shawn Johnson and Kristi Yamaguchi, basketball



**Said actress Lucy Hale, “I am very proud to work with Nestlé Crunch Girl Scout Candy Bars to get more girls to Girl Scout summer camp.”**

legend Lisa Leslie, actress Sara Rue, and actress and dancer Cassie Scerbo. The women appear in a video available online at [NestleCrunch.com/LetsGetHerToCamp](http://NestleCrunch.com/LetsGetHerToCamp) to talk about the campaign and let consumers know how they can help send girls to Girl Scout summer camp. “Camp is a wonderful experience that every girl should have the chance to enjoy,” said actress Lucy Hale. “As a firm believer in empowering young girls and expanding their access to opportunities, I am very proud to work with Nestlé Crunch Girl Scout Candy Bars to give more girls the chance to experience the benefits of summer camp.”

### Additional

Nestlé Crunch Girl Scout Candy Bars are inspired by the most popular flavors of Girl Scout Cookies:

- **Thin Mints®**—dark chocolate cookie wafers and mint chocolate crème, topped with airy crispies and a rich, dark chocolaty coating
- **Caramel & Coconut**—cookie wafers layered with coconut caramel crème and chewy caramel topped with toasted coconut and drizzled with caramel stripes
- **Peanut Butter Crème**—cookie wafers layered with smooth roasted peanut butter crème, topped with airy crispies and a creamy, chocolaty coating

From June through the end of August, the candy bars will be available at participating retail stores nationwide wherever candy bars are sold, while supplies last. To learn more, visit [www.NestleCrunch.com/LetsGetHerToCamp](http://www.NestleCrunch.com/LetsGetHerToCamp).