**FOR IMMEDIATE RELEASE: 22 February 2018**

**Girls don thinking caps and uniforms for positive change**

**World Thinking Day – 22 February 2018**

Around Australia and the world today, Girl Guides mark [World Thinking Day](https://www.girlguides.org.au/about/international-guiding/world-thinking-day/) (WTD), holding fundraising activities designed to provoke thought on how to bring positive change in girls’ lives and their communities – using the hashtag #ThisIsImpact to report on social media.

The day also celebrates the birthdays of Girl Guides and WTD founders, [Lord Robert](https://en.wikipedia.org/wiki/Robert_Baden-Powell%2C_1st_Baron_Baden-Powell) and [Lady Olave](https://en.wikipedia.org/wiki/Olave_Baden-Powell) Baden Powell.

This year WTD 2018 is completing a triennium theme: **Connect-Grow-Impact** – where impact is all about Girl Guides understanding their own power to bring about positive change.

According to Sarah Neill, State Commissioner for [Girl Guides NSW & ACT](https://www.girlguides-nswact.org.au/gg), members will be encouraged to wear their uniforms to school and spread the word about what it means to be a Girl Guide.

“By wearing their uniforms our girls will stand out, initiating conversations about what it means to be a Girl Guide – which is to not only to have fun, learn great skills and make friends – but positively impact the community,” she said.

Funds raised during WTD go towards local, national and international programs to empower girls and young women.

“The Girl Guides movement has impacted millions of girls and young women by providing them with opportunities to take part in activities that help develop their confidence, self-esteem, team work and community spirit, so all funds raised will increase this impact,” she said.

“By providing an exciting, learner-led environment for our young members, positive change occurs on the inside, and as they learn different skills such as communication, collaboration, creativity and commitment, they influence their environment. Ultimately Girl Guiding not only impacts the lives of its members but those around them,” said Mrs Neill.

The idea for a WTD Fund began in 1932 when Olave, Lady Baden-Powell wrote a letter to Girl Guides and Girl Scouts asking them to spare a penny to support growing Girl Guiding and Girl Scouting. The idea was a simple one: That one coin from each Guide – there are now 10 million world-wide as opposed to one million at that time – can grow the Movement and bring many benefits to young women.

“There are a million of us. I am not good at arithmetic and I will not make any calculations which may not come true. But a penny, or two cents, or four annas or enough centimes or groschen or Heller or Filler or ore to make the same value, is not an immense amount, especially when it is perhaps saved or earned and given with a willing hand,” said Lady Olave Baden-Powell on 1 November 1932.

The day itself commenced in 1926 and was designed for the Guides to think about their counterparts around the world, what Guiding means and its global impact.

“Overall, Girl Guides provide a strong foundation for its members to be the best they can be and harness their individual potential to make a difference. As we are a not-for-profit organisation fees are kept low and we encourage all Australian girls and women to get involved by attending a come and try night at their local Unit.” concluded Mrs Neill.

To find out more about Guiding, where Guides meet near you and express interest in joining go to girlguides-nswact.org.au or phone 1300 447 548.

**ENDS**

**For media inquiries please contact Jamie Shepheard on 0488 085 578 or Sharon Kelly on 0414 780 077**

**Girl Guides NSW & ACT enables girls and young women to grow into confident, self respecting, responsible community members**.