



Embargoed 8 March 2018

CITIZEN GIRL - SUPPORTER'S PACK

Thanks for your interest in supporting our new campaign, Citizen Girl. Girlguiding Scotland has teamed up with campaigning organisation Women 5050 to empower the next generation of female leaders in politics and beyond.

What is Citizen Girl?

To celebrate Scotland's Year of Young People and to mark 100 years since the first women gained the right to vote in the UK, we're launching a new campaign and interactive resource - Citizen Girl!

Citizen Girl aims to empower girls to:

- Discover why their voice matters and how they can make change
- Learn about the political process, representation and equality with fun, hands-on challenges like building their own edible parliament, creating their own superheroes and holding their own Citizen Girl Summits
- Think about how they can be the leaders of tomorrow in politics, business, tech, the media and more

What are we calling for?

We want to create a more equal future for girls and young women in Scotland. That's why we're calling for:

- Political parties to commit to gender equality by putting forward 50% female candidates in local, Scottish and UK elections
- Politicians at all levels to consult with young people on all of the decisions that impact their lives
- Businesses, public bodies, voluntary organisations in Scotland to commit to increasing female representation in management and creating opportunities for the next generation of girls to take the lead

How can you get involved?

You can show your support for Citizen Girl by printing off one of our supporter sign at the back of this pack, writing your name and posing for a Citizen Girl selfie. We have 2 variations of supporter sign for you to choose from so everyone can get involved.



Once you've snapped your #CitizenGirl selfie you can share it with us on social @GirlguidingScot & @Women5050. On the next page is some sample wording but feel free to write your own.

This #IWD2018 I'm supporting @GirlguidingScot & @Women5050's new campaign #CitizenGirl to empower girls & young women to take the lead & discover how powerful their voice can be! Search Citizen Girl at www.girlguidingscotland.org.uk for more info #PressforProgress 🙌👊🌟

Proud to be a #CitizenGirl! This #IWD2018 @GirlguidingScot and @Women5050 are launching their new campaign to empower the next generation of fearless female leaders! Search Citizen Girl at www.girlguidingscotland.org.uk for more info #PressforProgress #IWD2018 🙌👊🌟

Here's my #CitizenGirl selfie - this #IWD2018 find out more about @GirlguidingScot & @Women5050's new campaign to empower girls to make their voices heard. Search Citizen Girl at www.girlguidingscotland.org.uk for more info #PressforProgress 🙌👊🌟

Want to find out more?

If you would like to find out more about Citizen Girl and how you can get involved in our wider work to empower girls in Scotland please contact the Girlguiding Scotland Marketing & Communications Team on:

Email: marketing@girlguiding-scot.org.uk

Phone: 0131 226 4511

Mobile: 07852 554 779 (out of hours)



HI, I'M

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I'M A



GIRL

HI, I'M

AND I'M SUPPORTING



GIRL

