



PRESS RELEASE
FOR IMMEDIATE RELEASE

CROYDON BROWNIES REACH FOR THE STARS AT SCIENCE MUSEUM

DATE: Brownies from Croydon set off on an exciting adventure to the Science Museum this weekend, exploring the wonders of science and discovery during a special outing for Girlguiding members.

On Saturday, the girls delved into interactive exhibits and hands-on activities that sparked their imaginations and ignited their passion for science.

From the fascinating world of space exploration to the mysteries of the human body, the museum offered a whole host of opportunities for the Brownies to engage with science in a fun and meaningful way. The girls learned about women who have gone in to space, helping them to know that girls can do anything.

Maya, 9, from 1st Croydon Brownies, said: "Visiting the Science Museum was amazing! I loved the experiments we did, and I learned so much about space. It was great to share this day with my friends!"

Leader of 1st Croydon Brownies Jane McDonald said: "The girls had an incredible time exploring the exhibits at the Science Museum. It's fantastic to see them so excited about learning and working together. We're already planning our next unit meeting to discuss what we discovered and how we can incorporate more science into our activities."

Dr. Sarah Johnson, Education Officer at the Science Museum, commented: "We are delighted to host Girlguiding members at the museum, fostering a love for science and discovery. It's wonderful to see young girls engaged in such a vibrant learning environment."

In addition to a fun filled space adventure, the activities saw the Brownies earn their Space badge, encouraging them to continue their scientific exploration in the future.

Commented [TP1]: When designing your press release, make sure you include your localised Girlguiding logo in the top left hand corner of the page. You can localise the Girlguiding logo on the [online design centre](#).

Commented [TP2]: Your headline needs to be short, sharp and attention grabbing. Always show journalists that your story is local by using your town/area name in the headline.

Commented [TP3]: Your first paragraph is the most important part of the story. This opening paragraph should outline the story in a nutshell and be no longer than two sentences. If possible, this paragraph should contain the 5 Ws and say what the news is.

When writing a press release, always try to include the 5 Ws:

- **Who**...is involved/who is the story about?
- **What**...is happening?
- **Where**...is it happening?
- **When**...is it happening?
- **Why**...is it happening?

Commented [TP4]: Make your release short and simple, keep it to 1-2 A4 pages. Use simple words, short sentences and avoid using guiding terms that the public may not know.

With each paragraph introduce facts in descending order of importance, putting the most important information first.

Commented [TP5]: Include key Girlguiding messaging throughout the release

Commented [TP6]: Don't underestimate the importance of quotes - a news story will rarely be published without a quote and you should always include at least one.

We aim to help girls' voices be heard through our PR, so ideally your quote will be from a young member. When using quotes from girls under 18, always make sure you have their parent/carer's written permission.

Commented [TP7]: The rest of the release is the best place to add in additional information about Girlguiding that isn't directly linked to the news story but you think the journalist could include or should know, e.g. a couple of sentences about any relevant badges and activities.

Brownies is a relaxed, welcoming space where girls aged 7-10 years can have fun, learn and be themselves with good friends.

For more information about how to get involved with Girlguiding, the UK's largest youth organisation dedicated entirely to girls, visit www.girlguiding.org.uk

ENDS

Notes to Editors:

PHOTO CAPTION: Members of 1st Croydon Guides, Megan, Harriet and Atinuke, with their badges.

For further information, images, and interview requests, please contact
...@girlguiding.org.uk

About Girlguiding

Girlguiding is the UK's largest youth organisation dedicated completely to girls, with around 385,000 members. Girls can do anything. We help them know that, whether they're 4 or 18 or in between. All girls have a home at Girlguiding – whoever they are, and wherever they are. We show them a world of possibilities, big and small. We help them think big and be bold in a space where they can be themselves, get creative, explore, and have fun. We're a powerful collective voice – with girls, led by girls – changing the world for the better.

We're over 300,000 Rainbows, Brownies, Guides and Rangers, who come together to laugh, learn, explore and have adventures, in communities across the UK and virtually. We're almost 80,000 volunteers who make guiding happen by giving time, talent and enthusiasm. Registered Charity No 306016 girlguiding.org.uk

Commented [TP8]: Finish with further key messaging and a call to arms that suits your recruitment purposes with a link to more information about Girlguiding.

You can use the online toolkit to choose the messaging most relevant to your press release:

<https://www.girlguiding.org.uk/information-for-volunteers/growing-our-membership/recruitment-and-growth-toolkit/>

Commented [TP9]: Make sure to mark where your press release ends, and then follow this with your notes to the editor

Commented [TP10]: This section should include contact details and any important background information about Girlguiding. If you have photographs, case studies or spokespeople, make sure to say so here. You should also include Girlguiding's boilerplate at the very bottom of your release

Commented [TP11]: Swap this out for your own details and include a phone number if possible

Commented [TP12]: This is Girlguiding's current boiler plate. You might see other versions on older releases so make sure to use the most up to date version