

Girl Scouts of Nassau County is the Voice Behind the Images.

On Super Bowl Sunday, Dove introduced a new commercial that features the voices of Girl Scouts of Nassau County Chorus. The girls perform the background song “True Colors” made popular by performer Cyndi Lauper, while a series of girl images and photo captions flash onscreen. The strong lyrics and portraits of all different types of girls challenge viewers to ask themselves: *Are the standards by which we judge beauty realistic and what are we teaching our girls about self-esteem?*

The spot is part of what Dove calls its “Campaign for Real Beauty,” an ongoing global ad effort that confronts conventional beauty stereotypes. The ad also promotes Dove's Self-Esteem Fund, started by the company with a \$3 million donation that supports the Girl Scouts' uniquely ME! program. At Girl Scouts of Nassau County, the uniquely ME! program has supported the 5th National Latina Conference, the Ambassadors-on-Call, and the other programs that address not only a girl's physical health, but also her emotional health.

The Girl Scouts of Nassau County Chorus was formed in 1988. The Chorus is comprised of 50 young women who perform throughout Nassau County and the surrounding metropolitan areas. The girls in the chorus range in age levels from Brownies to Senior Girl Scouts. Their repertoire includes Girl Scout songs, and patriotic and holiday-themed songs.

The Chorus is currently under the direction of Catherine Azzara. Catherine is a former member of the Chorus, a 2002 Gold Award recipient, and Girl Scout Adult Volunteer. Catherine's education, passion for music, and her commitment to Girl Scouting makes her a great role model for all the girls in the Chorus.

The Chorus has appeared at Shea Stadium, Madison Square Garden, Holiday Lights at Belmont Park and Jones Beach, Nassau Coliseum, St. John's University, Hofstra University, and numerous Girl Scout events and functions such as WORLDFEST II and Sing Out For America. They are a staple at Girl Scouts of Nassau County Council's Annual Meeting, Gold Award Ceremony, Recognitions Dinner and Annual Luncheons.