

Contact: Donna Lindsay, Communications Manager
barbiew@girlscoutsofblackhawk.org

Lockheed Martin Sponsors Girl Scout Billboard

Camden County Council, NJ

Lockheed Martin has teamed up with Girl Scouts of Camden County to liven up a stretch of highway currently featuring only the barren, gray trees of winter. During the months of January and February, travelers on Route 30 West will be treated to a vibrant, red billboard promoting a bold, empowering message: Today's Girl Scouts, Tomorrow's Leaders.

The billboard showcases the strong, friendly smiles of four of Camden County's high achievers—Jasmine Fletcher, Tiphinnie Brown, Renee Alemi, and Brigid Connell—and Wendy Owen, vice president of Communications at Lockheed Martin. Ms. Owen is a lifelong Girl Scout, a member of the board of directors of Camden County Girl Scouts, and a 2005 recipient of the Women of Outstanding Achievement Award. This award is given to women living or working in Camden County to honor their accomplishments in their career and the community. The Girl Scouts pictured alongside Ms. Owen on the billboard were also chosen for their dedication, hard work, and achievements. Jasmine is a Gold Award winner, Tiphinnie and Renee are working toward their Gold Awards, and Brigid is setting her sights on her Silver Award.

The billboard will be seen not only by drivers heading to Philadelphia on Route 30 West, it will also be seen by people traveling to New Jersey on Route 30 East. The billboard will be displayed on the westbound site, four miles outside of Philadelphia, for two months, and then it will be taken down and later erected on the eastbound side, where it will remain for the months of May and June. This unusual approach to marketing was spearheaded by the public relations department at Lockheed Martin, who sponsored both the design and promotion of the striking new billboard. Their goal, in conjunction with Girl Scouts of Camden County, was to come up with a design that would be a tribute to Girl Scouts, as well as encourage girls to join the organization.

The Girl Scouts of the Camden County supports nearly 5,000 Girl Scouts.