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Girl Scouts of Southern Arizona Celebrates 90 Years of Empowering Girls

TUCSON, Ariz. (May 12, 2025) – This year marks a major milestone for the Girl Scouts of Southern Arizona: 90 years of inspiring girls to lead with courage, confidence and character. To celebrate, Girl Scouts is launching the “90 Years Strong” campaign, featuring three major events to celebrate from now through the end of the year.

“Honoring 90 Women” will feature outstanding women across all sectors of the community who make Southern Arizona stronger through leadership, mentorship and service. Girl Scouts invites the public to nominate trailblazing women who embody the Girl Scout spirit and inspire future generations.

“Girl Scouts has always been about leadership in action,” said Kristen Garcia-Hernandez, CEO of Girl Scouts of Southern Arizona. “As we reflect on 90 years of growth and impact, we’re shining a spotlight on the incredible women in our community who exemplify those values every day.”

In addition to the 90 Women Honored, Girl Scouts is calling on the community to join forces for 90 Acts of Service — a region-wide effort to complete 90 meaningful service projects that give back to the people and places that support the Girl Scout mission.

The celebration culminates with ScoutChella, a first-of-its-kind music festival that connects past, present and future Girl Scouts and the greater community with live music, outdoor adventure, shopping, and activities for all ages and interests.

“We’re connecting generations by honoring the women who’ve led the way, empowering the girls of today and inspiring those yet to come. This celebration is a reminder that when girls rise, we all rise,” said Garcia-Hernandez.

To learn more about all these events, including making a nomination, signing up to join 90 Acts of Service or buy tickets to ScoutChella, visit 90yearsstrongsssoaz.org

Media Direction: Photos, video and interviews are available upon request. Please reach out to media@calibergroup.com.

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About the Girl Scouts of Southern Arizona

Girl Scouts of Southern Arizona is comprised of over 5,000 Girl Scout members from Pima, Cochise, Santa Cruz, Pinal, Graham, Greenlee, and Yuma counties. The organization is one of 112 Girl Scouts of the USA councils. Nationwide, Girl Scouts is 2.6 million strong — 1.8 million girls and 800,000 adults who believe in the power of each and every girl to change the world. Girl Scouts build girls of courage, confidence and character, who help make the world a better place through our one-of-a-kind leadership development program.