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BÜJI GRANT HELPS GIRL SCOUTS LAUNCH GEOCACHING CAMP PROGRAM

(CHICAGO, IL – June 25, 2007) – Infusing traditional outdoor programming with high-tech gadgetry, Girl Scouts of Chicago is launching a new geocaching program for girls at its two camp properties thanks to a donation from büji LLC, a Chicago-based company.

Geocaching is an entertaining global outdoor adventure game for Global Positioning System (GPS) users of all ages. Participants create and hide “caches” which are usually boxes filled with fun, inexpensive items. Then they share the locations (via longitudinal and latitudinal coordinates) and clues with other users who want to try to find the prizes. Girl Scouts of Chicago purchased Garmin GPS devices for each camp with funding provided by büji, makers of büji Block™ and büji Wash™, an integrated skin system designed to offer protection and relief against poison ivy outbreaks.

“Girls will learn how to examine maps, delve into longitude and latitude, learn geographic concepts, explore the geography of our Girl Scout camps, search the Internet, and keep a journal of activities through the geocaching program,” explained Theresa Salus, interim program director for Girl Scouts of Chicago.

“One of our core missions at büji is to encourage outdoor exploration. This is a great opportunity for the girls who go to camp to do something fun and educational at the same time,” said Cadey O’Leary, president and founder of büji LLC. “This high-tech version of a scavenger hunt will reinforce the concepts of latitude and longitude as girls explore their world through the use of GPS devices.”

Three teen girls from Cadette Girl Scout Troop 823 are spearheading efforts to set up the program as part of their Girl Scout Silver Award. The process requires them to fulfill a series of requirements before implementing a large community service project.

According to troop leader Maribeth Nelson of Chicago, the three girls from her troop who are working on the project, Melissa Nelson, 15; Rebecca Bernard, 14; and Mara Zigler, 15, all of Chicago, worked together to design the five-mile course themselves, as well as the punch cards, instructions and patch that girls can earn by completing the course which has an intermediate-skills rating.

According to Bernard, "It's great to be putting something at camp that is challenging for older girls."

The geocaching program will promote girls' understanding and appreciation for historic places, including the history of Girl Scouts of Chicago's camp properties as well as regional history. It also encourages physical activity, problem-solving, and teambuilding as participants work together to answer riddles or decipher puzzles in order to move on to the next clues.

"This is going to be so much fun," said Zigler.

Cadette and Senior Girl Scouts have the opportunity to earn an Interest Project Patch called High Tech Hide and Seek in which they complete requirements that relate to geocaching or letterboxing.

"I like giving something back to the camp that other girls can enjoy," added Nelson.

About büji: *büji LLC, wants people to get out and discover. Its products are designed to protect and condition the skin of active bodies, and the company supports initiatives that foster discovery and exploration. büji's premier products target the source of poison ivy/oak reactions and provide UVA/UVB sun protection. They are fragrance-free, dye-free, hypoallergenic and dermatologist-and pediatrician-tested and are sold nationally at Rite Aid or through www.bujiproducts.com. For more information, visit our web site or call 888-606-2854.*

About Girl Scouts of Chicago: *Girl Scouts of Chicago provides a self-esteem-based, leadership development program for girls ages 5 – 17 that follows the national mission of building girls of courage, confidence, and character who make the world a better place. For more information, go to www.girlscouts-chicago.org or call (312) 416-2500, ext. 219.*