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## **Girl Scouts of San Francisco Bay Area Turns to Mortar for New Public Relations and Marketing Strategy**

San Francisco, CA (February 6, 2007) — Girl Scouts of San Francisco Bay Area (GSSFBA) has hired integrated marketing agency Mortar to develop an ongoing public relations campaign and refreshed marketing strategy.

Girl Scouts of San Francisco Bay Area, the local chapter of Girl Scouts USA, is the premier organization for young girls in the Bay Area. With more than 27,000 registered Girl Scouts, GSSFBA serves five counties in the Bay Area—Alameda, Contra Costa, Marin, San Francisco and San Mateo.

“The Girl Scouts are about much more than just cookies. As the leading organization for girls in the Bay Area, Girl Scouts of San Francisco Bay Area promotes leadership in girls and encourages them to set goals and face challenges,” said Nikki Van Ausdall, executive vice president, marketing and communications, of GSSFBA. “We’re excited to work with Mortar as we look for new ways to build awareness of our programs and encourage more girls to join in the fun.”

Mortar’s PR and brand development unit, Mortar360, will be working jointly to develop an extensive marketing strategy for Girl Scouts of San Francisco Bay Area.

To find out more about Mortar, visit <http://www.mortaragency.com>

### **About Mortar**

Mortar is a San Francisco-based brand communications agency dedicated to helping organizations make emotional connections with today’s shell-shocked consumers. Mortar’s unorthodox approach typically combines street-level research, integrated strategy, online and offline advertising, public relations, and immersive tactics that defy boundaries and amplify budgets. Details at: <http://www.mortaragency.com>

### **About Girl Scouts of San Francisco Bay Area**

The Girl Scouts of San Francisco Bay Area is a local organization chartered by the Girl Scouts of the USA that provides support for Girl Scouting. Girl Scouts of San Francisco Bay Area delivers programs for young girls that build courage, confidence and character through leadership activities and the Girl Scout tradition. For more information, visit <http://www.girlscoutsbayarea.org>

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