



Girlguiding UK
girls in the lead

MEMO

To: Country/Region Guide Advisers
Country/Region Senior Section
Advisers

Action Required: Yes

CC: Chief Commissioners
Country & Region offices

Date: 01 April 2011

From: Angela Milln - Committee
Chairperson, Marketing &
Communications

Phone: 020 7834 6242 (ext 2175)

Subject: Simple Junior Board Skincare
Advisors - competition for all girls
aged 12-17

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We wanted to let you know that Simple are launching a competition exclusive to Girlguiding UK members aged 12+ to win a place on the Simple Junior Board of Skincare Advisors. This is a unique money-can't-buy business learning experience with the opportunity to influence and make decisions that will be implemented by the Simple brand management team.

The Simple Junior Board is a group of 12 young women who advise Simple on matters relating to health and beauty. By joining the Simple Junior Board one lucky Girlguiding UK member will have the opportunity to help influence the direction that the Simple brand takes in the future. The winning girl will have the chance to get involved in everything ranging from packaging design to marketing plans. This is a fantastic opportunity to gain experience in the beauty, marketing and advertising industries. The Simple Junior Board will get their views heard and acted upon, not to mention a fantastic addition to make their CV and UCAS forms stand out from the crowd!

The competition will go live on our Guides and Senior Section websites on Monday 4th April 2011 - offering one talented Girlguiding UK member aged 12-17 the chance to win a seat on the Simple Junior Board. The competition will run for just over a month and there is only one space up for grabs - so if you know someone who you think would be perfect for this role, please do encourage them to apply!

Applicants must be Guides or Senior Section members currently based in the UK and able to attend Simple Junior Board - Skincare advisors board meetings (reasonable travelling expenses will be covered). Girls should fill out the application form, hosted on the Guides and Senior Section websites and complete two paragraphs stating why they want to be a part of the Simple Junior Board of Skincare Advisors and what ideas they have for making Simple even better for teenagers.

As well as a place on the Simple Junior Board, the winning girl will also receive a year's supply of Simple products for herself- plus additional Simple products to use on a girls' night in with her unit. The other nine finalists will receive Simple products as a runners-up prize. Leaders will also have the opportunity to benefit from a free Simple on-line skin health check.

Please pass this message on to Counties so that they can highlight this to girls and young women who may be interested in participating in this exciting competition. We are confident that this is a fantastic opportunity to enable girls and young women to get their first taste of business

experience and develop their potential. We thank you in advance for your efforts to help publicize this initiative.

Any queries - should be directed via the staff contact - Laura Dennison, Partnerships Coordinator - Fundraising and Marketing Team (telephone number and email address indicated above).