

Irish Girl Guides press release

6 April 2017

Alternative Miss Ireland blazes a trail for Irish Girl Guides

- Minnie Mélange named as Irish Girl Guides' Honorary Ambassador –

Irish Girl Guides has named blogger, social commentator and Alternative Miss Ireland, Sinéad Burke, as its Honorary Ambassador for 2017 in recognition of the trail she has blazed for Irish women.

Ms Burke, who is also known by her alter ego Minnie Mélange, was presented with a Trailblazer Award by Irish Girl Guides (IGG) President Maureen Dillon at the organisation's annual Council meeting.

Ms Dillon said she was delighted to welcome Ms Burke as the recipient of the Irish Girl Guides' Ambassador Award. "Sinéad is a primary school teacher, a PhD candidate, a broadcaster, a public speaker, Alternative Miss Ireland and, under her alter ego Minnie Mélange, a blogger and social commentator," she said.

"Sinéad is a person of great spirit and heart who has already gone far. We are very fortunate that she is to be our Trailblazer Ambassador for the next 12 months as, in a short time, she has blazed a trail for women in so many aspects of modern day Irish society. A wonderful advocate for girls and women, she is working hard to create a future where equality is a reality rather than an aspiration."

Addressing IGG Council members, Ms Burke said: "So many of the personal characteristics that I'm proud to possess as an adult were first instigated and nurtured in my childhood," she said. "Qualities such as resilience, kindness, leadership, organisation, empathy, thoughtfulness and a deep understanding of the power of friendship were modelled and then emulated during the many intensely pleasurable years I spent as a Girl Guide.

"The organisation has transformed the ways in which young Irish women and girls are positioned in Irish society, but it has also enriched members with experiences and networks that challenge, support and satisfy their curiosities and ambitions.

"Most importantly, the Girl Guides has cultivated a safe space where girls and young women can admit their vulnerabilities and revel in their unique successes. It arms the next generation with confidence, pride and an awareness that encourages them to speak out against injustices and chase the most aspirational realities. I could not be more honoured to be this year's Honorary Ambassador for the Irish Girls Guides and am tangibly excited to meet with and learn from the young women."

Irish Girl Guides welcomes new members from age 5+ and volunteer Leaders from age 18+. To find out more, see www.irishgirlguides.ie or telephone 01 6683898.

ENDS

Contact:

Fiona Murdoch, Communications Officer, Irish Girl Guides
Tel: 085 8570565
Email: communications@irishgirlguides.ie

Notes for editors:

Irish Girl Guides has approximately 12,000 members. Guiding started in Ireland in 1911 and operates throughout the 26 counties with 1,800 volunteer leaders providing an informal educational programme of fun and challenging activities that foster confidence and leadership skills in girls and young women, enabling them to develop to their full potential and to become responsible citizens. Girls from age 5+ can choose to earn a wide range of badges, including Community Action, Cultural Diversity, Disability Awareness, Drug Awareness, Online Surfer, Science Investigator and Global Traveller.