



**FOR IMMEDIATE RELEASE**

**Media Contact:** Nicole Beck | [nbeck@gsema.org](mailto:nbeck@gsema.org) | 857-453-5314

**Girl Scout Cookies, Including New S'mores Flavor, Now on Sale**

*New Flavor Commemorates 100 Years of Cookie Sales and Is Available Beginning December 9*

**December 9, 2016, BOSTON, MA** – Starting today, cookie-lovers throughout eastern Massachusetts will have a chance to stock up on their favorite Girl Scout Cookies once again, including the brand new Girl Scout S'mores™ cookie, all the while supporting Girl Scout troops in local towns. Regional Girl Scout programs and activities are “powered by cookies,” as proceeds directly benefit local troops.

For a limited time each year, Girl Scout cookies are available in a mouthwatering variety. This year's eight returning cookie flavors are Thin Mints®, Caramel deLites®, Peanut Butter Patties®, Thanks-A-Lot®, Peanut Butter Sandwich, Lemonades™, Shortbread and Trios, a gluten-free whole grain cookie with peanut butter and chocolate. They are \$5 per package in eastern Massachusetts.

“There are few traditions as delicious as the Girl Scout Cookie Program,” says Patricia A. Parcellin, Chief Executive Officer, Girl Scouts of Eastern Massachusetts. “Purchasing cookies, both new and classic, is a wonderful way to show support of our girls and invest in their bright future as leaders.”

**100 Years of Cookies**

A century ago, girls started participating in what would evolve into the largest entrepreneurial training program for young women in the world: the Girl Scout Cookie Program, through which girls learn the essential skills they need to become effective leaders, manage finances, and gain self-sufficiency and confidence in handling money.

The first known sale of cookies by Girl Scouts occurred in 1917, when the Mistletoe Troop in Muskogee, Oklahoma, baked cookies and sold them in its high school cafeteria as a service project. As the Girl Scout Cookie Program developed and evolved, it not only became a vehicle for teaching five essential skills—goal setting, decision making, money management, people skills, and business ethics—it also enabled collaboration and integration, as early as the 1950s, among girls and troops of diverse backgrounds, as they worked together toward common goals.

Extra celebrations will take place February 24 to 26, 2017 as Girl Scouts of Eastern Massachusetts joins councils across the country to participate in National Girl Scout Cookie Weekend 2017, celebrating all the fun, learning, and excitement Girl Scouts have experienced selling cookies for 100 years.

## **S'mores Please**

To commemorate this milestone, the highly-anticipated new Girl Scout S'mores™ cookie is now available, alongside the classics. The crispy graham cookie is double-dipped in a crème icing and enrobed in a chocolatey coating. It is vegan, and free of artificial colors, preservatives and partially hydrogenated oils. The cookie brings the taste of the classic campfire treat to anyone, anytime.

## **Cookie Finder**

There are multiple ways to satisfy a Girl Scout Cookie craving. To find a cookie booth in the community, simply visit [hergirlscouts.org](http://hergirlscouts.org), click on “Find Cookies” in the yellow breaking news bar, and enter a zip code in the “Find Cookies!” tool. Customers can also download the official Girl Scout Cookie Finder App in the [App Store](#) or [Google play](#).

Through the Cookies for a Cause initiative, those who wish to support local Girl Scouts without taking cookies home can purchase cookies, which local Girl Scouts will then donate to military organizations, food pantries and other local charities. At the conclusion of the cookie program each year, Girl Scouts in eastern Massachusetts donate nearly 30,000 packages of cookies as part of this initiative.

## **Powered By Cookies**

When girls participate in the cookie program, they are exposed to unique experiences and learn essential life skills. The confidence and skills they develop are carried with them as they confront the growing opportunities of daily life, and empower them to make decisions to positively affect themselves, their families and their communities.

###

We're Girl Scouts of Eastern Massachusetts — 50,000 strong, with 35,000 girls and 15,000 volunteers in 178 communities in eastern Massachusetts. We're here to build girls of courage, confidence, and character, who make the world a better place. For more information, please visit [www.hergirlscouts.org](http://www.hergirlscouts.org).