



FOR IMMEDIATE RELEASE

GIRL SCOUT COOKIES NOW ON SALE FOR LIMITED TIME

TROOPS USE PROGRAM PROCEEDS TO FUND ADVENTURES THAT BUILD GIRLS' SKILLS AND CONFIDENCE

2017-18 Girl Scout Cookie Program Includes Convenient Online Cookie Sale Finder and Return of Popular S'mores™ Cookie

BOSTON, MA (December 1, 2017) —Today, Girl Scouts of Eastern Massachusetts (GSEMA) announces the official launch of the 2017-18 Girl Scout Cookie Program. Beginning December 5, for a limited time, Girl Scouts will be selling cookies across the region, the proceeds of which will fund their next adventures, including camping, STEM workshops, community service projects and more. The cookie program is the largest girl-led business in the world, and this year features the return of the Girl Scout S'mores™ cookie and GSEMA's annual Cookies for a Cause event for United States military and first responders. An updated version of the popular Girl Scout Cookie Finder app (launched last year) and convenient online ordering make it even easier to purchase Girl Scout cookies!

Girl Scout cookies are available in nine delicious flavors: Thin Mints®, Caramel deLites®, Peanut Butter Patties®, Thanks-A-Lot®, Peanut Butter Sandwich, Lemonades™, Shortbread, gluten-free Trios, and Girl Scout S'mores™, which became the best-selling *new* cookie flavor ever with its introduction last year. Cookies are \$5 per package in eastern Massachusetts.

"Through the Girl Scout cookie program, girls learn how to become leaders by building and managing their own cookie business, all while earning proceeds to fund their Girl Scout troop adventures," says Patricia A. Parcellin, Chief Executive Officer, Girl Scouts of Eastern Massachusetts. "Customers can take pride in knowing their cookie purchase supports girls of courage, confidence and character on their individual leadership journeys, as well our Girl Scout council, which provides a safe, all-girl, girl-led, and girl-friendly environment with programming customized by grade level."

Powered by Cookies

When girls participate in the Girl Scout Cookie Program, they find a safe, girl-only space to have unique experiences and learn essential life skills, including goal setting, decision making, money management, people skills, and business ethics.

The confidence and skills girls develop help them take healthy risks to embrace the growing opportunities of daily life, and empower them to make decisions to positively affect themselves, their families, and their communities.

New Technology Makes it Easy to Find Cookies

With the improved “Cookie Finder” mobile app and online “Cookie Finder,” it’s easy to find cookies near home, work, or school. Typing a zip code into the Cookie Finder on gsema.org and the Girl Scout Cookie Finder App generates a list of upcoming cookie booth sales. Girls still sell door-to-door, but more often host booth sales, which may be in front of a local supermarket, in a bank lobby, at a T stop, or at another public location. Anyone who knows a Girl Scout and prefers to shop online can order cookies directly from a girl’s cookie website by using a unique URL she can create and share with family and friends. Payments are made online and cookies ship directly to customers; two-day shipping available to 95% of the U.S. with no minimum number of packages required.

Cookies for a Cause

Girl Scouts can offer customers the chance to add charitable cookie donations to their orders, or to support their local Girl Scouts even if they can’t enjoy the cookies themselves. With Cookies for a Cause, some troops identify a local charitable organization to support (food pantries, shelters, first responders, etc.) and offer customers the opportunity to buy cookies that the troop will deliver directly to those groups.

Girl Scouts also have the option to collect cookie donations for United States military for the annual Cookies for a Cause event held at Hanscom Air Force Base in the spring. Cookies for a Cause is a GSEMA council-wide initiative to say “thank you for your service” with a donation of more than 20,000 packages of cookies to U.S. military. At the event, girls can meet military personnel, take photos, create thank you cards to accompany cookie care packages, and more! Girls can also collect donations for the Cookies for a Cause event through their usual sales process throughout the season. The cookies will then arrive at the Cookies for a Cause event at Hanscom Air Force Base!

Either way, cookie lovers can support their local Girl Scouts while bringing joy to others.

###

We're Girl Scouts of Eastern Massachusetts (GSEMA) We're 50,000 strong, with 35,000 girls and 15,000 volunteers in 178 communities in eastern Massachusetts who believe in the power of every G.I.R.L. (Go-getter, Innovator, Risk-taker, Leader)[™] to change the world. Girl Scouts is the preeminent leadership development organization for girls. GSEMA is the 10th largest Girl Scout council in the United States, building girls of courage, confidence, and character, who make the world a better place. To volunteer, reconnect, donate, join, or learn more, visit gsema.org.