



**FOR IMMEDIATE RELEASE**

## **S'MORES COOKIE TO JOIN 2017 GIRL SCOUT COOKIE LINEUP**

### ***New Variety Commemorates 100th Anniversary of Girl Scouts Selling Cookies and Organization's Historical Tie to the Campfire Treat***

[August 10, 2016, BOSTON, MA]—Today, National S'mores Day, Girl Scouts of the USA (GSUSA) announced, in celebration of 100 years of Girl Scouts selling cookies, that the organization will introduce two commemorative Girl Scout S'mores™ cookies. Girl Scouts of Eastern Massachusetts will add one of the newly introduced cookies to its 2017 lineup, where it will join seven other varieties, including classics such as Thin Mints®, Caramel deLites, and Shortbread.

The new cookie offered by Girl Scouts of Eastern Massachusetts is a s'mores-inspired crispy graham cookie double-dipped in a crème icing and enrobed in a chocolatey coating. This clever take on the time-honored campfire treat is vegan, and free of artificial colors, preservatives, and partially hydrogenated oils.

"The start of the Girl Scout Cookie sale in early December is always eagerly awaited here in eastern Massachusetts, but this year will be even more exciting as our Girl Scouts introduce their customers to the delicious new s'mores cookie," said Patricia A. Parcellin, Chief Executive Officer. "S'mores have strong ties to our organization's history and our ongoing camp programs. Beyond the fond memories people associate with this treat, this packaged cookie provides a new way for consumers to support girls and the Girl Scout activities that help them develop leadership skills and make the world a better place."

To celebrate National S'mores Day, Girl Scouts of Eastern Massachusetts is making s'mores at its day and resident camps. For example, at Camp Runels, in Pelham, NH, campers will make s'mores, from traditional to fancy, over a floating campfire!

Once the cookie sale starts, you can learn about the new cookie variety and find out when Girl Scouts will be selling cookies near you by visiting [www.girlscoutcookies.org](http://www.girlscoutcookies.org) or use the official Girl Scout Cookie Finder app, free for your iOS or Android phone or mobile device.

**Background:** The tradition of making and enjoying s'mores in the outdoors was popularized by Girl Scouts as early as the 1920s. The organization was one of the first to publish the iconic recipe under the name "Some More" in a 1925 issue of *Girl Scout Leader* magazine and, then, as "somemores" in an official 1927 Girl Scout publication.

The popular s'mores recipe is just one component of Girl Scouts' longstanding commitment to the outdoors, a cornerstone of the organization that plays a vital role in girls' leadership development. According to the Girl Scout Research Institute (GSRI) *More Than S'mores* report, there is a clear connection between outdoor experiences and girls' understanding of their leadership potential. Girls who spend time outdoors through Girl Scouts eclipse their peers in environmental stewardship, more readily seek challenges, and are better problem solvers, all of which are traits needed for twenty-first-century leadership. When consumers purchase a box of Girl Scout S'mores cookies or any other variety of Girl Scout Cookies, they are investing in a girl's future and can feel good that their purchase powers amazing experiences for girls.

###

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 about Girl Scouts and how to join or volunteer, visit please visit [hergirlscouts.org](http://hergirlscouts.org).