



FOR IMMEDIATE RELEASE

**GIRL SCOUT S'MORES™, NEWEST FAN-FAVORITE COOKIE, RETURNS TO
COOKIE LINEUP**

*S'mores Cookies will be Available in Eastern Massachusetts from Entrepreneurial
Girl Scouts Setting Goals to Fund their Adventures*

BOSTON, MA (August 10, 2017) —Today, National S'mores Day, Girl Scouts of Eastern Massachusetts (GSEMA) announced that its popular Girl Scout S'mores™ will return as part of the [2018 Girl Scout Cookie Lineup](#). The cookie was introduced last season and quickly became the most popular new flavor in years of Girl Scouts selling cookies.

When the 2017-18 cookie season begins December 5, Girl Scouts of Eastern Massachusetts will again offer the s'mores-inspired crispy graham cookie double-dipped in a crème icing and enrobed in a chocolatey coating, which joins classics such as Thin Mints® (the best-selling cookie overall), Caramel deLites®, Shortbread and five additional varieties. This clever take on the time-honored campfire treat is vegan, and free of artificial colors, preservatives, and partially hydrogenated oils. Girl Scout S'mores were introduced last season to mark the 100th anniversary of Girl Scouts selling cookies, a program that has flourished from a single Oklahoma troop selling homemade cookies to become the world's largest girl-led business. And when consumers buy a box of Girl Scout Cookies, they can feel good that their purchase helps power amazing experiences for local girls.

"The start of the Girl Scout Cookie program is always eagerly anticipated here in eastern Massachusetts, but this year will be even more exciting as Girl Scouts and their customers celebrate an encore season of the delicious s'mores cookie," said Patricia A.

Parcellin, Chief Executive Officer, Girl Scouts of Eastern Massachusetts. “Thanks to the enthusiastic reception Girl Scout S’mores received from our community last year, we are pleased to once again offer this tasty treat. Beyond the strong ties to our organization’s history and the fond memories people associate with s’mores, this cookie provides a 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, August 10, GSEMA is making s'mores at its day and resident camps. Once the cookie program starts, customers can find out where local Girl Scouts will be selling cookies by visiting www.gsema.org or using the official Girl Scout Cookie Finder app, free for iOS or Android phone or mobile devices.

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We're Girl Scouts 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 www.gsema.org.