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GIRL SCOUTS OF EASTERN MASSACHUSETTS LAUNCH THE COOKIE CONNECTOR

Customers Purchase Girl Scout Cookies online for direct-to-door shipment

BOSTON, MA (December 2, 2020) –Girl Scouts of Eastern Massachusetts (GSEMA) kicks off the Girl Scout Cookie season with a brand new way to purchase Girl Scout cookies *AND* a brand new Girl Scout cookie.

New this year, the [Cookie Connector](https://gsema.org/cookieconnector) (gsema.org/cookieconnector) links a cookie-loving customer with a local Girl Scout troop to purchase Girl Scout cookies through their online Girl Scout Cookie shop. After a few clicks and payment, Girl Scout cookies are shipped directly to the customer’s door. Gift box options are available to share the joy of Girl Scout Cookies with friends and family this holiday season. GSEMA will cover 50% of customers’ shipping costs for all online Direct Ship orders of six packages or more.

The 2021 Girl Scout Cookie season also includes a new cookie, Toast-Yay!™, a French toast–inspired cookie dipped in delicious icing. Girl Scout Cookies are \$5 per package and available in eight other delicious flavors: Thin Mints®, Caramel deLites®, Peanut Butter Patties®, Peanut Butter Sandwich, Lemonades™, Shortbread, Caramel Chocolate Chip Cookie (gluten-free and peanut-free), and Girl Scout S’mores®. All varieties of Girl Scout cookies are available for purchase and shipment through the [Cookie Connector](https://gsema.org/cookieconnector) (gsema.org/cookieconnector).

“With every sale, the Girl Scout Cookie Program teaches girls to think like entrepreneurs as they run their own small businesses and learn skills like goalsetting, people skills, and decision making—which are imperative for any leadership role,” says Caitríona Taylor, CEO of Girl Scouts of Eastern Massachusetts. “Girls decide how to use their troop’s portion of the proceeds for unforgettable

leadership experiences and community service projects. Every purchase of Girl Scout Cookies is an investment in girls—100 percent of the net revenue stays local.”

To order Girl Scout Cookies to ship direct to door, visit gsema.org/cookieconnector. To learn more about the Girl Scout Cookie Program, visit girlscoutcookies.org. For more information about Girl Scouts of Eastern Massachusetts, including how to join or volunteer, visit gsema.org/join.

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We're Girl Scouts of Eastern Massachusetts (GSEMA) We're 30,000 strong, with 20,000 girls and 10,000 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.