



## FOR IMMEDIATE RELEASE

### **New Gluten-Free Cookie to Join 2019 Lineup for the Girl Scout Cookie Program, Proven to Develop Essential Life and Business Skills for Girls**

*Caramel Chocolate Chip cookie will arrive in Eastern Massachusetts, joining the largest girl-led entrepreneurial program in the world.*

**BOSTON, MA (August 14, 2018)**— Today, [Girl Scouts of Eastern Massachusetts \(GSEMA\)](#) and Girl Scouts of the USA (GSUSA) announced that a new cookie, Caramel Chocolate Chip, will join the 2019 Girl Scout Cookie season lineup, as a gluten-free, peanut-free offering. Caramel Chocolate Chip features rich caramel, semi-sweet chocolate chips, and a hint of sea salt in a chewy cookie. More than just delicious cookies, the Girl Scout Cookie Program fuels girls' development of entrepreneurial and essential life skills, and the cookie earnings power amazing experiences and adventures. The 2018-2019 cookie season in Eastern Massachusetts begins December 4.

The largest girl-led entrepreneurial program in the world, the Girl Scout Cookie Program is proven to help girls develop five essential life and business skills (goal setting, decision making, money management, people skills, and business ethics), fostering the next generation of female entrepreneurs and business leaders.

Every purchase of Girl Scout Cookies is an investment in girls and their leadership capabilities—100 percent of the net revenue stays local. And Girl Scouts in eastern Massachusetts are able to experience and achieve incredible things thanks to their cookie earnings, such as travel internationally, build community gardens, and attend summer camp.

“Through the Girl Scout Cookie Program, girls learn what it takes to be an entrepreneur (or “cookie boss”), including persistence, creativity, financial savvy, and self-confidence,” said

GSEMA Chief Membership Services Officer Carrie Weatherbee. “What I learned as a Girl Scout selling cookies, and what I see in my daughters and girls across our council, are powerful values. Girl Scouts are setting goals, putting in the work, and stepping out of their comfort zones, all of which teach them how to be successful in future careers. When you buy Girl Scout Cookies, you are supporting a girl’s journey to discover new leadership skills, and helping power her next big adventure.”

GSEMA will offer the gluten-free Caramel Chocolate Chip cookie, which joins classics like the Thin Mints®, Caramel deLites®, and Shortbread varieties. The new cookie is \$5.00 per package, offered only in select Girl Scout council markets (which includes all of the eastern Massachusetts council footprint) for as long as supplies last, and it can only be purchased from a registered Girl Scout.

To learn more about the Girl Scout Cookie Program in eastern Massachusetts and find out when Girl Scouts will be selling cookies near you, visit [girlscoutcookies.org](https://www.girlscoutcookies.org). For more information about Girl Scouts, including how to join or volunteer, visit [gsema.org/join](https://www.gsema.org/join).

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**We're Girl Scouts of Eastern Massachusetts (GSEMA)** We're 47,000 strong, with 32,000 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)<sup>™</sup> to change the world. Girl Scouts is the preeminent leadership development organization for girls. GSEMA is the 10<sup>th</sup> 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](https://www.gsema.org).