



Girl Scouts of Eastern Massachusetts Announces CookieFest to Kick-off 2018-19 Girl Scout Cookie Season

*Fun-Filled Day for Girl Scouts and Families at Bentley University in Waltham Includes
Entrepreneurship Skill-Building, Cookie Booth Decorating, and Ice Skating*

BOSTON, MA (October 23, 2018) —[Girl Scouts of Eastern Massachusetts](#) (GSEMA) invites Girl Scouts, troops, families, and friends to celebrate the start of the 2018-19 Girl Scout Cookie Season at the first-ever [CookieFest](#) on Saturday, December 1, from 10 AM to 3 PM at Bentley University Arena in Waltham. Booths, activities, and games will help Girl Scouts discover the excitement and opportunities available through the Girl Scout Cookie Program, which starts on December 4 in eastern Massachusetts. Girls will also be able to learn and practice entrepreneurial skills to take their cookie sale above and beyond. Keynote speaker [Allyssa Beird](#), star athlete of American Ninja Warrior and a Middleborough middle school teacher, will offer inspiration to Girl Scouts planning for a successful cookie season.

CookieFest registration is \$5 per person (free for children under four years old) and includes lunch, ice skating, cookie tastings, giveaways, entertainment, cookie booth “bling,” and more! All Girl Scouts in attendance will receive a CookieFest Patch. Event bus transportation will be available from Andover, Boston, and Middleboro.

Girl Scouts will also have the opportunity to earn the Girl Scout Cookie Activity Pin by participating in the five skills booths: Goal Setting, Decision Making, Money Management, People Skills and Business Ethics. These are the essential life skills girls learn when they participate in the Girl Scout Cookie Program.

“The Girl Scout Cookie Program is the largest girl-led entrepreneurial program in the world, and CookieFest will help support every local Girl Scout as she learns to lead, achieve goals, and be a true Cookie Boss,” says Barb Fortier, chief operations officer at Girl Scouts of Eastern

Massachusetts. “When community members purchase Girl Scout Cookies, they are supporting girls on their journey to build courage, confidence, and character, and helps them fund their next big adventure.”

Keynote Speaker and Girl Scout Alum Allyssa Beird gained widespread fame as a competitor on the second season of Team Ninja Warrior. She competed on seasons eight, nine, and ten of the popular obstacle series American Ninja Warrior. A middle school teacher in Middleborough, MA, Beird began gymnastics at the age of three and competed for fifteen years, and later began training for Ninja Warrior in 2015. “I’d like to say that Girl Scouts was the first stepping stone in finding my true voice and opening myself up to taking risks and challenging myself to step out of my comfort zone,” said Beird.

Guests registering by November 4 will be entered into a raffle for four tickets to the Bentley University vs. Mercyhurst ice hockey game taking place after CookieFest at 7:05 PM on December 1.

Girl Scouts of Eastern Massachusetts’ 2018-19 Cookie Season will feature the [new Caramel Chocolate Chip Cookie \(gluten-free and nut-free\)](#), the [Cookie Finder](#) to locate local booth sales, convenient online ordering, and GSEMA’s annual Cookies for a Cause event to support members of the United States military. Girl Scouts use cookie proceeds to fund travel, outdoor adventures, charitable causes, and more.

To register for CookieFest, visit bit.do/cookiefest. Guests must bring their own ice skates. Non-member families can register by contacting CustomerCare@gsema.org.

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We're Girl Scouts of Eastern Massachusetts (GSEMA) We're 45,000 strong, with 30,000 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.