

NEWS RELEASE

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Girl Scouts Kick off Cookie Season with Cookie Rallies and Cookie Colleges

January 7, 2012 (HARRISBURG, PA) – Nearly 1,800 Girl Scouts from across the Girl Scouts in the Heart of Pennsylvania (GSHPA) Council kicked off the Girl Scout Cookie season for the 100th year of Girl Scouting by attending the Cookie Rally and Cookie College events held in each of the five regions throughout our 30-county service area.

The Cookie Rallies were attended by 1,175 girls in grades K- 5. They participated in a variety of fun activities and learned about customer service and marketing techniques that will help them make this year's cookie sale a success.



GSHPA's third annual Cookie College was also held Saturday for girls in grades 6-12. The 587 girls who attended Cookie College graduated as newly minted Cookie Entrepreneur Officers, armed with the tools and skills they will need as they create their very own cookie businesses. The girls participated in interactive workshops focusing on goal setting, social media and creative marketing tactics.



“The goal of the Cookie Rallies and Colleges is not only to encourage the girls to launch their very own cookie business and help raise money,” said Jane Ransom, GSHPA President and CEO. “The programs were designed to help them understand skills they will use as young women entering the business world.”

The girls also learned about a new cookie they will be selling this year, in honor of the 100th Anniversary of Girl Scouts, the *Savannah Smiles*. *Savannah Smiles* are crisp, crescent-shaped cookies, dusted with powdered sugar with a hint of lemon flavor. This new special edition cookie reflects the heritage of past customer favorites. In addition, to the new

Savannah Smiles cookie, girls will also be selling the old favorites; *Thin Mints, Samoas, Tagalongs, Trefoils, Dulce de Leches, Do Si Does* and *Thank You Berry Munches*, all for only \$3.50 per box.

“These events are a great way to kick off the cookie sale season and help girls get excited and learn about the importance of the cookie program, especially as we begin celebrating our 100th year of Girl Scouting,” Ransom added. “I would especially like to thank our sponsor, Susquehanna Bank for helping to make these events a success for our girls.”

The Girl Scout Cookie Program is one of the largest girl-led businesses in the nation. Girls gain a wealth of essential skills from real-life experiences that build a strong foundation to help them achieve their dreams. All of the proceeds from the sale remain within Girl Scouts in the Heart of Pennsylvania. This revenue is used to benefit girls, some of it directly by remaining in their troop treasury, and some of it indirectly by subsidizing the cost of providing the Girl Scout program in the local area.

The cookie sale runs through March 18, 2012. Starting in February, you can log onto www.FindCookiesNow.org and type in your zip code to find out where Girl Scouts are selling cookies in your area.

GSHPA currently serves more than 27,000 girls in 30 counties in Pennsylvania and welcomes adults interested in volunteering and all girls in grades K-12, embracing every aspect of diversity. For more information visit our website at www.gshpa.org or call 1-800-692-7816.

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