



NEWS RELEASE

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NEWLY MINTED COOKIE ENTREPRENEURS NOW READY FOR SUCCESS

January 12, 2010 (HARRISBURG, PA) – More than 130 girls from central and northeastern Pennsylvania are newly minted CEOs - “Cookie Entrepreneur Officers”. The girls in grades 7-12 successfully completed the 2010 Cookie College Saturday, provided by Girl Scouts in the Heart of Pennsylvania, in partnership with Susquehanna Bank. To these girls, words like goal-setting, financial literacy and marketing are just as important as Thin Mints, Samoas and Tagalongs.



Girls and their parents gather for the 2010 Girl Scouts in the Heart of Pennsylvania Cookie College

“Girl Scouts is all about building leadership and self-esteem of girls,” said Jane Ransom, Girl Scouts in the Heart of Pennsylvania CEO. “So marketing and public speaking and learning those kinds of skills in the context of the cookie program help girls for life,” remarked Ransom.

Hands-on workshops at the Cookie College provided girls with the opportunity to work one-on-one with successful business women

in their community. The interactive workshops focused on public relations, basic finance and marketing skills. Many were led by employees of Susquehanna Bank.

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“Financial literacy is at the heart of Susquehanna Bank’s charitable mission,” said Beth Miller,



Cookie Entrepreneurs work on public relations skills in a small group setting

senior vice president with Susquehanna. “We’re honored to partner with the Girl Scouts in empowering young women to be successful throughout their lifetime with solid business sense.”

To wrap up the big event, the girls created and presented marketing plans and tested their new knowledge by playing fun games.

The Girl Scout Cookie Program is much more than a way to help troops raise money. It is a hands-on leadership and entrepreneurial program unlike any other in the world. Girls gain a wealth of essential skills, not from a book, but from real-life experiences that build a strong foundation for success.

The 2010 Girl Scouts in the Heart of Pennsylvania Cookie Program runs until March.

To find out where cookies are being sold in your area, please visit www.findcookiesnow.org.

Girl Scouts in the Heart of Pennsylvania serves 27,000 girls in 30 counties. To learn more about Girl Scouts in the Heart of Pennsylvania, please visit www.gshpa.org.



Girl Scouts present their cookie marketing plan to the group

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