

NEWS RELEASE

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Welcome to the World of Business Done Girl Scout Style

January 8, 2011 (HARRISBURG, PA) – Newly minted CEOs are open for business in 30 counties across central and northeastern Pennsylvania. The second annual Girl Scouts in the Heart of Pennsylvania “Cookie College” was a huge success with girls in grades 6 through 12 graduating as Cookie Entrepreneur Officers.



The event was held Saturday at Penn State Harrisburg. Girls attended three interactive workshops, focusing on goal setting, social media and marketing tactics. They were encouraged to launch their very own cookie business, not only to help raise money, but to help them understand skills they will use as young women entering the business world. Registration was maxed out this year with more than 200 Girl Scouts in GSHPA’s 30-county service area signing up for the event.

“It was a great way to not only get our Girl Scouts excited about kicking off cookie sale season and our cookie program, but also to really drill down a little bit more about how cookie sales will help later on with developing different business skills,” said Executive Vice President, Ann Goropoulos.

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. ABC27 news anchor Valerie Pritchett, a former top Girl Scout cookie seller, spoke at the event and answered questions from girls on how her experiences helped shape her success.



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The Girl Scout Cookie Program runs through March 11, 2011. 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.

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.

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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