



Press Release

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It's Girl Scout Cookie time and time to celebrate Girl Scouts' 100th Anniversary

(Boston) - It's time again to celebrate the annual Girl Scout cookie sale. Our Girl Scout entrepreneurs will be out and about in uniform selling your favorite cookies. Choose from eight tasty varieties that include: Thin Mints and Caramel DeLites to Peanut Butter Patties and Thanks-A-Lots. The annual sale will kick off December 9th and culminate on March 9th.

Why purchase a box of Girl Scout cookies? Besides them tasting delicious, the activity of selling cookies is directly related to our purpose of helping all girls realize their full potential and become strong, confident, and resourceful citizens. Girl Scouts learn life skills and realize how to live up to their potential, while also having fun! All of the proceeds support Girl Scouting in local communities.

During cookie activities, girls work towards a common goal as part of a team, with each girl striving to do her best. Every local troop is encouraged to set realistic goals to accomplish during the year, such as planning field trips and community service projects. The money earned from cookie activities helps the troop partake in these projects and reach their goals.

"The Girl Scout Cookie Program provides fun learning experiences to our 43,000 girls and helps them develop a strong sense of self-confidence through team building, goal setting, and money management," explains Ruth N. Bramson, CEO, Girl Scouts of Eastern Massachusetts. "The girls are proud of their hard work and proud to be part of the vital sisterhood of Girl Scouts that prepares them to be great leaders." said Bramson.

Beyond just buying Girl Scout cookies, you can join in the celebration of our 100th anniversary on March 12, 2012. Be a part of history and celebrate the beauty, pride, and power of the organization building the next generation of powerful women leaders. Buy a box of cookies, and help the program continue to soar as it helps girls become leaders of tomorrow.

Girl Scout cookies are \$4 a box. To find out where to buy cookies in your area visit www.hergirlscouts.org, click on the "cookie locator" and put in your zip code.

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Girl Scouts builds girls of courage, confidence and character, who make the world a better place. We inspire, challenge, and empower girls to discover their values and passions, connect with others, and take action to improve the world around them. Innovation and creativity are at the very core of the Girl Scout experience. We are a value-based organization evolving to meet the needs and challenges of girls today, reaching all 41,000 girls across our footprint of 178 towns and cities. Our programs are open to all girls, including those with mental and physical challenges, those who are socio-economically disadvantaged, and those who are in difficult family situations. Our programs are relevant to today's girls, their interests in fitness and health, STEM, careers and, most importantly, serving their communities. We are developing the leaders of tomorrow.

