



For Immediate Release

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Girl Scout Cookies: More Than Just a Tasty Treat
Introducing a New Cookie to Celebrate 100th Anniversary

Jupiter, FL, January 9, 2012– When are cookies more than just a tasty treat? When they are Girl Scout Cookies! From January 19 through February 12, when south Florida residents indulge in their favorite cookie they are helping local Girl Scouts learn business and entrepreneurial skills that prepare them to be leaders now and in the future. The \$700 million Girl Scout Cookie Sale Program is the largest girl-led business in the country and generates immeasurable benefits for girls, their councils and communities nationwide.

This year, Girl Scouts is introducing a new cookie to help celebrate their 100th Anniversary in 2012. Savannah Smiles is a light, crispy, lemon wedge cookie dusted with just the right amount of powdered sugar. Its name comes in part from the birthplace of Girl Scouts – Savannah, Georgia.

At just \$4 a box, the simple purchase of Savannah Smiles, Thin Mints or any one of the eight varieties provides an important ingredient for leadership by helping girls develop five key skills: **Goal Setting, Decision Making, Money Management, People Skills and Business Ethics.**

Here are some examples of what these five key skills can do:

GOAL SETTING: Girl Scouts set cookie sales goals individually and with their troop, create a plan to reach them and develop **Cooperation** and **Team Building** skills all along the way!

DECISION MAKING: Girl Scouts help decide how their troop will spend their cookie money, furthering their **Critical Thinking** and **Problem Solving** skills that will help in many aspects of their life.

MONEY MANAGEMENT: Girl Scouts take cookie orders, handle customers' money and gain valuable and **Practical Life Skills** around financial literacy.

PEOPLE SKILLS: Girl Scouts learn how to talk to, listen to and work with all kinds of people while selling cookies. These experiences help develop their **Healthy Relationship** and **Conflict Resolution** skills they can use throughout life.

BUSINESS ETHICS: Girl Scouts are honest and responsible at every step of the cookie sale. Their business ethics reinforce the **Positive Values** they are developing as a Girl Scout.

The Cookie Sale Program has made Girl Scouts famous not only for providing delicious desserts but for teaching girls valuable leadership, business and marketing skills. It also helps them discover their talents and strengths, connect with their community and take action to make the world a better place.

The 2012 Cookie Sale Program highlights these attributes with the theme “What Can A Cookie Do? More Than You See!” Every year, many troops use their proceeds to make a difference in their local community. In 2011, a Junior troop created the Cookies for K-9 campaign and donated their proceeds to buy police badges for the canine officers from Pembroke Pines. Another Junior troop used money they earned to help buy supplies that they donated to the Joe DiMaggio Pediatric Oncology department. And yet another Cadette troop donated their time and cookie money to All Pet Animal Rescue in Ft. Pierce. Last year almost 10,000 girls honed their sales pitch and earned more than \$1 million for their troops.

About Girl Scouts

Girl Scouts builds girls of courage, confidence and character who make the world a better place. More than any other organization in our community, Girl Scouts of Southeast Florida empowers girls ages 5 to 17 with vision and voice—girls who command their future, engage their communities and inspire others.

Girl Scouts of Southeast Florida is committed to meeting the needs of today’s girls by providing the Girl Scout Leadership Experience that will help her develop skills and create a strong foundation for future success. Girl Scouts of Southeast Florida serves more than 14,000 girls in Broward, Palm Beach, Martin, St. Lucie, Indian River, and Okeechobee Counties. To explore opportunities to volunteer or partner with Girl Scouts, call 866-727-4475 or visit www.gssef.org.

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