



For Immediate Release  
Contact: Cory Reed  
Marketing & Communications Manager  
561-427-0176  
creed@gssef.org

**GOAL SETTING, ENTREPRENURIALSHIP  
AND COOKIES FOR OUR TROOPS OVERSEAS  
--Local Girl Scouts Set to Sell 1.5 Million Boxes--**

JUPITER, FL, January 11, 2010—The Girl Scout Cookie Program is America’s leading business and economic literacy program for girls. And during the 2010 sale, which runs January 21 through February 9, local Girl Scouts will put their sales and marketing skills into action as they strive to reach an unprecedented goal: **Sell 1.5 million boxes of cookies.**

“Setting and achieving goals and helping to decide how to spend the money they earn provide girls with a tremendous sense of accomplishment,” commented CEO Denise Valz. “Our annual ‘Cookies for the Military’ program also provides an opportunity for the community to support the women and men serving in our military.

Girl Scout Cookies are once again \$3.50 per box. And, all the popular favorites are back including Thin Mints, Tagalongs, Trefoils, Samoas, Do-Si-Dos and Lemon Chalet Cremes. New this year is the “Thank You Berry Munch” cookie. Real premium cranberries provide a delightful tartness in these hearty cookies sweetened with white fudge chips. Also returning from its debut last year is the Dulce de Leche. As fun to say as they are to eat and inspired by the classic confections of Latin America, these sweet, indulgent cookies are rich with milk caramel chips and stripes.

The Girl Scout Cookie sale is one of the most anticipated events of the year by both Girl Scouts and our customers. Held just two weeks each year, girls set up “cookie booths” outside local retail establishments, sell door-to-door in their neighborhoods, and at their parents’ places of employment. For most Girl Scouts, participating in the cookie sale provides an opportunity for girls to develop plans and budgets, design and implement creative marketing strategies, and master the art of both sales and customer service. They actively participate in setting goals for their sale and in deciding how they will spend the proceeds. Most troops use their cookie revenue to fund participation in program activities and events throughout the year. Some save for several years for a large trip. A troop in Wellington, Florida is saving for an overseas trip to the Girl Scouts’ Pax Lodge in London and Our Chalet in Switzerland.

Troops and groups earn between 60 and 70 cents for each box sold, depending on their total volume and growth over the prior year. To reach the goal of 1.5 million boxes, girls will need to sell an average of 150 boxes each. Troops earned in excess of \$850,000 last year, which funded their participation in local programs, activities and community service efforts. Troops used their cookie revenue in myriad ways.

(more)

One troop in Broward County unanimously voted to donate all of their cookie profits to a family in need. The family needed a specially-equipped van that could transport a wheelchair for their son. The troop donated their cookie revenue to the family and the van was delivered as a surprise. It's a perfect example of "paying it forward."

Besides utilizing traditional sales outlets, Girl Scouts will also use the cookie program as an opportunity to spark some marketing creativity. Some will make formal presentations; others will create displays that highlight their troop goals and how they will use the money. Last year, one troop set up a "drive-thru" cookie booth in a local nursery and landscaping center. This was a great and convenient way for customers to get their cookies while running routine errands.

Young entrepreneurs have been at work in the Girl Scout organization since 1917, when girls baked the cookies in their own kitchens and sold them door-to-door. Their efforts helped build a long-standing tradition of girls working together to achieve their goals and become leaders in their own communities and beyond. The skills they develop and the memories they make will last long after the cookies are gone.

The annual **Cookies for the Military program** will provide customers with an opportunity to donate cookies to the women and men serving our county overseas. At each and every Girl Scout cookie booth, customers will be given the opportunity to donate an extra box of cookies which will be sent to our troops in Iraq and Afghanistan. Customers may also call the Council directly at 561-427-0177 to make a monetary donation for this cause. Last year, more than 21,000 boxes were shipped to places including Iraq and Afghanistan.

### **About Girl Scouts**

Girl Scouts builds girls of courage, confidence and character who make the world a better place. Through the Girl Scout Leadership Development Program, girls *discover* their personal best and prepare for a positive future, *connect* with others in an increasingly diverse world, and *take action* to solve problems and improve their communities.

A premier voice for girls and a leading expert on their growth and development, Girl Scouts is a highly regarded, contemporary organization. Girl Scouts offers girls ages 5-17 remarkable opportunities to develop values and contribute to society as leaders, thinkers and responsible citizens.

Girl Scouts of Southeast Florida serves almost 19,000 girls in Broward, Palm Beach, Martin, St. Lucie, Indian River, and Okeechobee Counties. For more information, visit [www.gssef.org](http://www.gssef.org) or call 866-727-GIRL(4475).

**Interview Opportunities** with Girl Scouts are available, as well as cookie tastings. To schedule an interview, please contact Cory Reed at 561-427-0176 or [creed@gssef.org](mailto:creed@gssef.org).

###