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FOR IMMEDIATE RELEASE

Local Girl Scouts Launch 2021 Cookie Program



Cicero, N.Y. (December 18, 2020) — The 2021 Girl Scout Cookie Program for troops in the [Girl Scouts of NYPENN Pathways](#) (GSNYPENN) Council officially begins tomorrow Saturday, December 19. For the first time in years, cookies can be ordered before Christmas. The council chose to start the annual program a few weeks earlier than usual to allow girls additional time to collect orders with a focus on using their personalized Digital Cookie online ordering platform. Cookies ordered now can be shipped directly to the customer for a fee or delivered for free by girls with little to no contact once local stock arrives in February.

The cookie program runs through March 21. It helps power Girl Scouts' activities for the year through experiences like community service projects, badge work, camp, travel and more while girls gain important entrepreneurial, business and life skills like goal setting, decision making, money management, people skills and business ethics. This major fundraiser is the lifeblood of the council—100 percent of proceeds (after paying the baker) are used for troop activities, to maintain council properties and camps used by GSNYPENN members, and to deliver in-person and virtual programming for girls and adult volunteers throughout the year.

“We want our Girl Scouts to have a positive and successful 2021 cookie program and are trying to be creative to pivot and overcome challenges they’ll once again face due to the pandemic while also providing them with a sense of normalcy,” says Julie Dale, CEO of GSNYPENN. “Safety is the priority, which is why girls and customers have options for contactless ordering, payment and delivery. It’s also a chance for our girls to learn digital marketing and sales skills while providing a real-world learning experience about adaptability and perseverance during challenging times.”

GSNYPENN offers 8 flavors of cookies for \$5 per box. Varieties available for 2021 include Thin Mints, Tagalongs, Trefoils, Samoas, Do-Si-Dos, Girl Scout S’mores, Lemon-Ups and gluten-free Toffee-Tastic. All funds raised stay local. Individuals can contact the Girl Scout in their life and ask for her Digital Cookie link to place an order. Customers may pay to have cookies shipped immediately or avoid fees by pre-ordering girl-delivered cookies to arrive in February. Customers also have an option to donate cookies through the council’s Sweet Support Gift of Caring service project. Cookies will be gifted to first responders, hospitals and Meals on Wheels programs throughout the council’s 26-county geographic footprint. If you don’t have a connection with a local Girl Scout or troop, contact GSNYPENN Customer Engagement at 1.855.213.8555 or info@gsnypenn.org for assistance and keep an eye on gsnypenn.org/cookies for additional ways to connect with local Girl Scouts and troops selling cookies.

To adapt community cookie sales in light of the pandemic, the council wishes to connect with area businesses or community organizations in high-traffic areas with large parking lots to allow troops to safely host drive-thru cookie booths in February and March to maintain social distancing, abide by local government COVID-19 protocols and continue to serve the community tasty treats. Troops also need inside, secure locations to provide cookie delivery, storage and pickup. Places like empty storefronts, unoccupied businesses, etc. Use of locations is February through March 21. GSNYPENN will provide insurance information. Those who can assist will receive publicity through the official Girl Scout Cookie Finder app, GSNYPENN Community Partners Facebook page and any cookie advertising the council places—which will, in turn, help drive additional customers to these businesses and community locations. If you can help, please contact GSNYPENN Director of Product Programs & Retail Operations Ray Mulno at rmulno@gsnypenn.org or 315.698.9400 x2022.

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Girl Scouts of NYPENN Pathways, Inc.

Girl Scouts is the preeminent leadership development organization for girls. We believe in the power of every G.I.R.L. (Go-getter, Innovator, Risk-taker, Leader)™ to change the world. Our extraordinary journey began more than 100 years ago with the original G.I.R.L., Juliette Gordon “Daisy” Low. Today we continue the Girl Scout mission of building girls of courage, confidence, and character, who make the world a better place. GSNYPENN is chartered by Girl Scouts of the USA to administer the Girl Scout program in 24 counties of New York and two in Pennsylvania. We offer every girl a chance to practice a lifetime of leadership, adventure, and success. Girl Scouts serves girls in grades K-12. Annual membership is \$25. Financial assistance is available. To register a girl online, visit gsnypenn.org/join. To become an adult volunteer, learn more at gsnypenn.org/volunteer.