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FOR IMMEDIATE RELEASE

New Adventurefuls™ Girl Scout Cookie Joins Lineup for 2022 Season

Cicero, N.Y. (August 20, 2021) — This week [Girl Scouts of NYPENN Pathways](#) (GSNYPENN) and Girl Scouts of the USA (GSUSA) announced that the new Adventurefuls™ cookie has joined the nationwide lineup for the 2022 [Girl Scout Cookie](#) season. An indulgent brownie-inspired cookie with caramel-flavored crème and a hint of sea salt, Adventurefuls take cookie lovers on a delicious taste adventure just like Girl Scouts go on their own amazing adventures through the leadership program. Girl Scouts in NYPENN Pathways and across the United States will offer Adventurefuls during the 2022 cookie program alongside favorites like Thin Mints® and Samoas®.

Every purchase of Adventurefuls and the whole portfolio of iconic cookies during cookie season fuels local Girl Scouts' adventures throughout the year: exploring what interests them, discovering their passions and taking action on issues they care about. Whether they're using their STEM skills to solve a problem, changing a law to help their community, having a courageous outdoor experience, or starting an innovative nonprofit, Girl Scouts build a better future for themselves and the world. Through the Girl Scout Cookie Program, girls become entrepreneurs as they gain hands-on experience running their own small business and also earn money to fuel Girl Scout adventures which catapult them where they want to go.



Also new this year, GSUSA recently announced new [Cookie Business badges](#) that help girls think like entrepreneurs as they run their own cookie businesses and incorporate online sales via the Digital Cookie® platform. The badges progress from goal setting and effective sales-pitching in person and online to using market research, creating business plans and implementing digital marketing campaigns.



"Our troops fuel their adventures and community service projects with the funds they earn during cookie season," Julie Dale, CEO of Girl Scouts of NYPENN Pathways, explains. "Our girls are excited to share this new flavor with all our supporters. We are also grateful for donations this season which provide cookies for first responders, Meals on Wheels clients and others who appreciate the treat while continuing to stay strong during the ongoing pandemic."

Available nationwide, every bite of Adventurefuls is full of indulgent brownie-inspired flavor with a combination of chocolatey and caramel flavors, and smooth and crispy textures, for an incredible taste of adventure in every bite

GSNYPENN kicks off its cookie season on January 11, 2022, across CNY, the Southern Tier, Finger Lakes, North Country, Mohawk Valley and Northcentral Pennsylvania. Visit girlscoutcookies.org to sign up to be notified as soon as Adventurefuls and other Girl Scout Cookies go on sale in your area. Find your adventure at Girl Scouts by joining or volunteering at gsnypenn.org/join.

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About Girl Scouts of NYPENN Pathways, Inc.

Girl Scouts is the preeminent leadership development organization for girls. We believe in the power of every girl to change the world. Our extraordinary journey began in 1912 when our Movement was founded by 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, visit gsnypenn.org/join. To become an adult volunteer, learn more at gsnypenn.org/volunteer. To help make Girl Scouting possible for girls in your community, visit gsnypenn.org/donate.