



**Media Contact:**

Jaime Alvarez, Director of Communications & PR  
315.698.9400 x2049

[jalvarez@gsnypenn.org](mailto:jalvarez@gsnypenn.org)

**FOR IMMEDIATE RELEASE**

## **Girl Scouts Gain Entrepreneurial and Leadership Skills Through Treats, Reads & More Program**

**Cicero, N.Y.** (October 4, 2019) — Girl Scouts of NYPENN Pathways (GSNYPENN) kicked off its annual fall product program— newly rebranded Treats, Reads & More—on October 1. The program helps girls earn funds for their troops while learning important life, entrepreneurial and leadership skills—essential components of the Girl Scout Leadership Experience.

Through Treats, Reads & More, customers purchase products from Girl Scouts they know to help troops pursue community service projects, adventures and experiences. Whether buying for themselves or getting a head start on holiday shopping, customers this season have the opportunity to purchase nut/candy items, magazine subscriptions/renewals, Tervis® tumblers, candles, greeting cards and more. Purchases are made in-person or online from a Girl Scout or out in the community at a booth (in select council areas).

Funds raised help offset costs for troops for programming, badge work, supplies, trips and more. Girls also earn individual rewards. Most importantly, the program teaches girls five essential entrepreneurial skills: money management, business ethics, goal setting, decision making and people skills. They also learn how to manage an online business and build their e-commerce and marketing skills by designing a virtual storefront, creating content (customer emails, personalized video messages and more) and tracking goals online.

Community booth sales will be held by troops in select areas in late November and early December. Visit the booth, purchase treats and help support local Girl Scouts. Locations include Destiny USA in Syracuse, Sangertown Square Mall in New Hartford, Oakdale Mall in Johnson City, Joann Fabric & Crafts at 2309 N. Triphammer Rd. in Ithaca and Joann Fabric & Crafts at 330 Towne Center Dr. in Fayetteville. Additional locations may be added.

**Key dates:**

- Oct. 1 – In-person and online sales began
- Oct. 29 – In-person sales end
- Nov. 23-24, Nov. 29-30 & Dec. 1 – Community booth sales
- Dec. 2 – Online program ends
- Dec. 7-8 – Community booth sales

Learn more about the Treats, Reads & More program at [gsnypenn.org/TRM](https://gsnypenn.org/TRM) or contact the Girl Scout in your life to place an order. For assistance connecting with a participating Girl Scout or troop in your area, email [info@gsnypenn.org](mailto:info@gsnypenn.org) or call 1.855.213.8555.

Girl Scouts serves girls in grade K-12. Annual membership is \$25. Financial assistance is available. To register a girl online, visit [gsnypenn.org/join](https://gsnypenn.org/join). To become an adult volunteer, learn more at [gsnypenn.org/volunteer](https://gsnypenn.org/volunteer).



*Girl Scouts of NYPENN Pathways kicked off its annual fall product program—newly rebranded Treats, Reads & More—October 1. The program helps girls earn funds for their troops while learning important life, entrepreneurial and leadership skills—essential components of the Girl Scout Leadership Experience. Products include Thin Mints Almonds, pictured here. (Photo courtesy of Girl Scouts of NYPENN Pathways)*

###

**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. Learn more by visiting [gsnypenn.org](http://gsnypenn.org), calling 1.855.213.8555, emailing [info@gsnypenn.org](mailto:info@gsnypenn.org) or following @GSNYPENN on [Facebook](#), [Twitter](#), [Instagram](#) and [YouTube](#).