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Girl Scouts of NYPENN Pathways Kicks Off 2024 Cookie Season: Unbox the Future!



Customers across GSNYPENN's 26-county footprint can support local cookie entrepreneurs by ordering from the iconic lineup to help troops earn funds that fuel amazing experiences in the outdoors, STEM and beyond

Syracuse, N.Y. (January 9, 2024) — 2024 is the 107th year of Girl Scouts selling cookies nationwide. Today, the [Girl Scouts of NYPENN Pathways](#) (GSNYPENN) Council officially kicks off its 2024 Girl Scout Cookie Program, the annual event in which Girl Scouts unbox their futures through the world's largest entrepreneurial program for girls. GSNYPENN's cookie season runs today through Sunday, March 31.

During this highly anticipated time of year, Girl Scouts flex their entrepreneurial muscles and acquire important life skills like goal setting, decision making, money management, team building and public speaking. All proceeds from cookie sales stay with local councils and troops to power amazing Girl Scout experiences year-round.

This year's program theme, "Unbox the Future," aims to remove social barriers that often keep youth boxed in; every box of cookies sold provides funds to support invaluable life and leadership experiences for Girl Scouts such as service projects, troop travel, summer camp and more. Nationwide nearly 700,000 Girl Scouts participate in the cookie program and build vital girl-led entrepreneurial skills that build their courage, confidence and character. As a result, Girl Scouts obtain limitless barrier-breaking futures outside the box with transferable life skills.

"When our bold, goal-setting Girl Scouts sell cookies, they're doing so much more than what we see at face value. They're entrepreneurial youth leaders creating a more equitable future for themselves and our world. We very much appreciate our community's support during the annual cookie program," says GSNYPENN CEO Julie Dale.

Girl Scouts can also earn a variety of badges and awards during the annual cookie program to develop valuable business skills including Cookie Business badges, Financial Literacy badges, Cookie Entrepreneur Family pins and Entrepreneur badges.

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Meet the Cookies

Consumers can purchase nine cookie varieties from GSNYPENN Girl Scouts this season.

- **Samoas®** - crisp cookies with caramel, coconut and chocolatey stripes
- **Tagalongs®** - crispy cookies layered with peanut butter and covered with a chocolatey coating
- **Do-si-dos®** - oatmeal sandwich cookies with peanut butter filling
- **Lemon-Ups®** - crispy lemon cookies baked with inspiring messages to life your spirit, naturally flavored with other natural flavors
- **Thin Mints®** - crisp chocolate cookies dipped in a mint chocolatey coating, made with natural oil of peppermint and vegan ingredients, #1 selling variety nationwide
- **Toffee-tastic®** - gluten free, rich buttery cookies with sweet, crunchy toffee bits
- **Trefoils®** - iconic shortbread cookies inspired by the original Girl Scout Cookie recipe
- **Girl Scout S'mores®** - crunchy graham sandwich cookies with chocolate and marshmallow filling
- **Adventurefuls®** - indulgent brownie-inspired cookies topped with caramel-flavored crème with a hint of sea salt

How to Purchase Cookies

- Visit GSNYPENN's cookie season page, buygirlscoutcookiesnow.com, for regular updates on how you can support local Girl Scouts.
- If you know a registered Girl Scout, reach out to inquire how she's selling cookies this season—a traditional order card and/or personalized Digital Cookie ordering link. Choose free girl delivery when stock arrives later in the season or have cookies shipped directly to your home for a fee.
- Beginning February 16, cookie lovers without a personal Girl Scout connection can purchase cookies to be shipped to their homes (for a fee) by entering their zip code in the Cookie Finder on the season page above.
- From March 1-31, customers can also use the Cookie Finder to locate community booths to purchase cookies from local Girl Scouts.
- You can also donate your cookie purchases to assist local community partners. This year's GSNYPENN Sweet Support Gift of Caring service project recipients are the Food Bank of Central New York and Food Bank of the Southern Tier. Simply purchase a box (or more) to be gifted at the end of GSNYPENN's cookie season.
- Text COOKIES to 59618 to stay informed about how to purchase cookies and other exciting Girl Scout news.
- Contact the GSNYPENN Council for assistance connecting to local Girl Scouts participating in the cookie program at 1.800.943.4414, info@gsnypenn.org or via the "Let's Chat" pop-up at gsnypenn.org during business hours.

2024 Pricing

Cookies are now priced at \$6 per package. After careful consideration, planning, and review, a \$1 per package price increase was made based on higher production costs, troop needs, and increased expenditures to provide an outstanding Girl Scout experience. This will allow the GSNYPENN Council to maintain and expand programming and services for its girl and adult members and keep local pricing in alignment with that across the country to avoid multiple price increases in subsequent seasons.

Local Girl Scouts and troops will also earn more to power their experiences, while consumers continue to receive a sweet treat in thanks for helping their local Girl Scouts raise important funds to do great things. For more than 100 years, Girl Scouts and their enthusiastic supporters have helped ensure the success of the iconic annual cookie program—and they’ve had fun, developed valuable life skills and made their communities a better place every step of the way.

Local Girl Scouts

GSNYPENN serves girls in K-12 across 26 counties: Allegany, Broome, Cayuga, Chemung, Chenango, Cortland, Delaware, Herkimer, Jefferson, Lewis, Madison, Oneida, Onondaga, Ontario, Oswego, Otsego, St. Lawrence, Schuyler, Seneca, Steuben, Tioga, Tompkins, Wayne and Yates in New York and Bradford and Tioga in Pennsylvania.

Annual membership in Girl Scouts is just \$25; financial assistance is available. To start her adventure, visit gsnypenn.org/join. To become a volunteer, learn more at gsnypenn.org/volunteer. To help make Girl Scouting possible for girls in your community, visit gsnypenn.org/donate.

(All photos and graphics used with permission, courtesy of Girl Scouts of NYPENN Pathways)

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About Girl Scouts of NYPENN Pathways, Inc.

Girl Scouts is the preeminent leadership development organization for girls in grades K-12. 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. We offer every girl the chance to practice a lifetime of leadership, adventure and success. 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. Learn more at gsnypenn.org.