



**FOR IMMEDIATE RELEASE**

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**Girl Scouts of NYPENN Pathways Kicks Off 2025 Cookie Season,  
Celebrates Final Year of Girl Scout S'mores®**



*Support local Girl Scouts during the cookie program as they raise funds to power their leadership experiences,  
develop an inextinguishable entrepreneurial spirit and gain important life skills.*

*(Photo courtesy of Girl Scouts of NYPENN Pathways)*

**Syracuse, N.Y.** (January 9, 2025) — 2025 is the 108th year of Girl Scouts selling cookies. Today, the [Girl Scouts of NYPENN Pathways \(GSNYPENN\) Council](#) officially kicks off its annual Girl Scout Cookie® Program, which runs through March 30.

During cookie season, Girl Scouts everywhere sharpen their entrepreneurial skills as they find new and inventive ways to sell cookies and raise important funds while unboxing brighter futures for themselves. While the annual cookie sale has grown from a grassroots service project in 1917 to an icon of today's American culture, the true purpose behind Girl Scout Cookies remains the same: to power Girl Scout experiences.

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“We appreciate our community’s love for Girl Scout Cookies as they support the local Girl Scouts behind every box sold,” says GSNYPENN CEO Julie Dale. “Each cookie season, our Girl Scouts have fun, develop valuable skills and make their communities a better place. Proceeds stay local to fuel inspiring leadership experiences for our members—from camp and trips to community service, highest awards and more.”

Each box of cookies sold allows Girl Scouts to develop an inextinguishable entrepreneurial spirit while gaining courage, confidence and character as they conquer new feats and embark on adventures. As they earn cookie program badges—including Cookie Business, Financial Literacy, Entrepreneur and more—Girl Scouts gain transferable life skills like goal setting, decision making, money management, people skills and business ethics.

Cookies in GSNYPENN’s service area are \$6 per box. The 2025 lineup is packed with nine classic and delicious varieties like Thin Mints®, Samoas®, Tagalongs® and more. At the close of the 2025 season, the beloved flavor Girl Scout S’mores® is retiring. Cookie enthusiasts can stock up on the last of these sweet treats now by purchasing them from GSNYPENN Girl Scouts.



### Meet the Girl Scout Cookies

- **Adventurefuls®** - brownie-inspired with caramel-flavored crème and sea salt
- **Do-si-dos®** - oatmeal sandwich with peanut butter filling
- **Girl Scout S’mores®** – last chance! – graham sandwich with chocolate and marshmallow filling
- **Lemon-Ups®** - crispy lemon, naturally flavored, baked with inspiring messages
- **Samoas®** - crisp with caramel, coconut and chocolate stripes
- **Tagalongs®** - crispy, layered with peanut butter and coated with chocolate
- **Thin Mints®** - crisp chocolate dipped in a mint chocolate coating, #1 seller nationwide
- **Toffee-tastic®** - gluten-free, buttery with crunchy toffee bits
- **Trefoils®** - iconic shortbread, inspired by original Girl Scout Cookie recipe



### **How to Purchase & Donate Girl Scout Cookies**

- Contact the registered Girl Scout in your life to place an order on their order card and/or personalized Digital Cookie link; choose free girl delivery when stock arrives in February or have cookies shipped directly for a fee
- Starting National Girl Scout Cookie Weekend February 21-23 and continuing through March 30, find community booth sales using the Cookie Finder widget on GSNYPENN's season page at [buygirlscoutcookiesnow.com](https://buygirlscoutcookiesnow.com) to purchase cookies locally
- Beginning February 21, those without a Girl Scout connection can purchase cookies shipped directly for a fee by entering their zip code in the Cookie Finder
- Donate cookie purchases to assist local community partners through GSNYPENN's Sweet Support Gift of Caring annual service project: 2025 recipient is the Rescue Mission
- Contact GSNYPENN for assistance connecting to Girl Scouts and troops participating in the cookie program at 1.800.943.4414, 315.698.9400, [info@gsnypenn.org](mailto:info@gsnypenn.org) or via the "Let's Chat" pop-up at [gsnypenn.org](https://gsnypenn.org) during business hours
- Text COOKIES to 59618 to stay informed about how to purchase Girl Scout Cookies and other national Girl Scout news

*(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](https://gsnypenn.org).