



FOR IMMEDIATE RELEASE/NEWS RELEASE

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What can a Girl Scout Cookie buy? An experience of a lifetime 2012 Girl Scout Cookie Season is Jan. 13 through March 18, 2012

SACRAMENTO, Calif. 1/6/2012 – Every bite of peanut buttery or chocolate minty deliciousness helps a girl realize her goals. That's because every Girl Scout Cookie has a mission: to help girls do great things. You can support that mission soon, as Girl Scouts everywhere ages 5-17 begin taking cookie preorders on Friday, Jan. 13. After preorders, Girl Scouts sell cookies at booths outside of local storefronts from February 23 to March 18. Cookies are \$4 per package.

This year, in honor of Girl Scouts of the USA's 100th anniversary in 2012 and to show supporter appreciation, Girl Scouts Heart of Central California (GSHCC) is adding an extra sweet component to its cookie program: the "Buy 5" incentive. For every five packages of cookies purchased, customers can enter into a drawing to win an entire case—12 packages—of their favorite Girl Scout Cookies per month for a year.

About the cookies:

There are eight kinds of Girl Scout Cookies offered this year: Thin Mints, Caramel deLites, Peanut Butter Patties, Peanut Butter Sandwiches, Shortbread, Lemonades, Thanks-A-Lot and the newest cookie Shout Outs, a Belgian-style caramelized cookie. Girl Scouts of the USA is continuing to use "green" packaging for its Thanks-A-Lot cookies, which was implemented last year and eliminates 150 tons of paperboard from the waste stream. Shortbread will also feature a special "vintage photo" design on its package, special for the 100th anniversary of Girl Scouting.

There are two licensed bakers from which Girl Scout councils can get their cookies: ABC Bakers and Little Brownie Bakers. While each baker features many of the same traditional cookies, they also make a few cookies that the other baker does not. Because GSHCC gets its cookies from ABC Bakers, GSHCC will not sell the new Savannah Smiles cookies created by Little Brownie Bakers.

Why Girl Scouts sell Girl Scout Cookies:

The Girl Scout Cookie Program provides an important ingredient for leadership by helping girls develop five key skills: **Goal Setting, Decision Making, Money Management, People Skills and Business Ethics.**

After paying the baker, all proceeds from the Girl Scout Cookie program stay within the local council area to help support Girl Scout troop activities and provide essential services to membership. The program is one of the few youth programs in the nation that allows girls to make a decision on where a portion of the profits are applied.

To place an order with a Girl Scout in your area, call (866)-GSCOOKS or email cookies@girlscoutshcc.org.

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About Girl Scouts:

Founded in 1912, Girl Scouts is celebrating 100 years as the premier leadership development organization for girls, building girls of courage, confidence and character who make the world a better place. The local council, Girl Scouts Heart of Central California, is headquartered in Sacramento and serves nearly 29,000 girls in 18 counties* in Central California. For more information, visit www.girlscoutshcc.org.

* Alpine, Amador, Calaveras, Colusa, El Dorado, Glenn, Mariposa, Merced, Nevada, Placer, Sacramento, San Joaquin, Solano, Stanislaus, Sutter, Tuolumne, Yolo, and Yuba.

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