

MEDIA ALERT

FOR IMMEDIATE RELEASE

3.3 MILLION BOXES OF GIRL SCOUT COOKIES LAND IN GREATER LOS ANGELES THIS WEEKEND 2017 Marks 100 Years of Girl Scouts Selling Cookies

WHAT: **It's Go Day on Jan. 29!** Approximately 3.3 million boxes of Girl Scout Cookies, including the new non-GMO S'mores variety, officially arrive in Greater Los Angeles this weekend, and area Girl Scouts will begin honing leadership skills as they initiate sales this Sunday—marking the start of a season that honors the **100th anniversary of the first-known sale of cookies by Girl Scouts**.

Immediate customer gratification: Girl Scouts use a direct sale model for the whole season, meaning girls will have cookies in-hand from the start. On Jan. 29 they will grab their [wagons AKA "cookie mobiles"](#) and head door-to-door selling to friends and family. (Booth sales in front of local storefronts begin Feb. 10 and go through March 12.) Find cookies by visiting girlscoutcookies.org.

New cookie this year—non-GMO Girl Scout S'mores! Along with the favorites—Thin Mints, Samoas, Tagalongs, Trefoils, Do-si-Dos, Savannah Smiles, and Toffee-tastics—Girl Scouts in the LA area will pay tribute to the campfire treat popularized by Girl Scouts in a 1927 handbook. The new variety is a non-GMO/clean graham cookie sandwich with a chocolatey and marshmallow-y filling. Girl Scout Cookies are \$5 a box, except for the two specialty cookies: gluten-free Toffee-tastic and non-GMO Girl Scout S'mores, which are \$6 a box.

WHEN: Jan. 29–March 12, 2017

WHERE: Los Angeles County and parts of Kern, San Bernardino, and Ventura counties

WHY: Buying Girl Scout Cookies:

- **Helps girls gain important life skills:** By running her own cookie business and working with others, Girl Scouts learn money management, people skills, goal setting, decision making, and business ethics.
- **Funds local troop activities and leadership programs:** like STEM activities, camp, and field trips. Girl Scouts also use proceeds on important community service projects.

MEDIA OPPORTUNITIES:

- **Friday–Saturday, Jan. 27–28: Media is invited to see cookies delivered and distributed by the truckload** at several Girl Scouts of Greater Los Angeles' massive delivery events (info on some of these are below on second page). A great time to interview volunteers and get B-roll of huge stacks of Girl Scout Cookie cases and troops picking up orders.

COOKIE DELIVERIES (MEDIA INVITED), Saturday, Jan. 28:

CHATSWORTH, 7 a.m. to 10 a.m.

Bekins
20525 Nordhoff Street
Chatsworth, CA 91311 (Enter on Mason)
On-site contact: Alisa Abrenica
Info: 916-833-0579

GLENDALE, 7 a.m. to 11 a.m.

Andy's Transfer & Storage
2219 Broadview Drive
Glendale, CA 91208
On-site contact: Danelle Jiron
Info: 626-234-6774

SANTA CLARITA, 7 a.m. to 12 p.m.

Babies-R-Us
26573 Carl Boyer Drive
Santa Clarita, CA
On-site contact: Cheri Holland
Info: 661-618-4095

LONG BEACH, 7 a.m. to 2 p.m.

Circle Moving & Storage Dock
3333 E. Willow Street
Long Beach, CA 90806
On-site contact: Erlinda Frederick
Info: 916-833-0579

REDONDO BEACH, 7 a.m. to 3 p.m.

DHL Global
4000 Redondo Beach Ave., Ste. 10
Redondo Beach, CA 90278
On-site contact: Karina McGovern
Info: 916-833-0579

ABOUT GIRL SCOUTS OF GREATER LOS ANGELES:

Girl Scouts of Greater Los Angeles, a 501(c)(3) nonprofit, serves more than 40,000 girls in partnership with more than 20,000 volunteers from the diverse communities of Los Angeles County and parts of Kern, San Bernardino, and Ventura counties. Girl Scouts of Greater Los Angeles is the largest girl-serving nonprofit agency in Los Angeles. Through programs in entrepreneurship, life skills, outdoor, and STEM (science, technology, engineering, and math), Girl Scouts prepares girls to practice a lifetime of leadership. To join, volunteer, reconnect, or support, visit www.girlscoutsLA.org or call 213-213-0123.

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