

PRESS RELEASE

ARE YOU READY?

2014 GREATER LOS ANGELES GIRL SCOUT COOKIE SEASON BEGINS FRIDAY, JAN. 24

Local Girl Scout Cookie Program, a “learning by earning” opportunity for girls, runs Jan. 24–March 23

LOS ANGELES, Jan. 22, 2014 – Buying Girl Scout Cookies is more than just handing over money for a delicious treat. It’s about the skills a girl gains from interacting directly with customers. It’s about the experience of running her own cookie business and working with others.

Girls will begin taking cookie initial orders on Friday, Jan. 24. After initial orders, Girl Scouts will sell cookies at booths outside of local storefronts Feb. 25 to March 23. Cookies are \$4 per box. More information is at girlscoutsla.org.

From its earliest beginnings in 1917 to its current popularity, the Girl Scout Cookie Program has helped girls have fun, develop valuable life skills, and make their communities a better place. **Cookie earnings help pay for the leadership activities and field trips Girl Scouts do all year long.** Plus, the cookie program benefits more than just the girls selling them. With their earnings, Girl Scouts fund important community projects at the local level. When you buy Girl Scout Cookies in your neighborhood, you are keeping your dollars in the community.

A Guide to the 2014 Greater Los Angeles Girl Scout Cookie Program:

The 5 Skills girls learn through the Girl Scout Cookie Program are: goal-setting, decision-making, money management, people skills, and business ethics. As the largest girl-run business in the world, the Girl Scout Cookie Program is the preeminent entrepreneurial experience that builds financial literacy and leadership capacity; 80 percent of female business owners were involved in Girl Scouts as girls—many cite their experiences with the cookie program as laying the groundwork for their success.

The “Super Six” cookie flavors: Girl Scouts of Greater Los Angeles purchases its cookies from Little Brownie Bakers, one of two licensed Girl Scout cookie bakers. This year, girls will sell the most popular varieties: Thin Mints, Samoas, Tagalongs, Do-Si-Dos, Trefoils, and Savannah Smiles.

Gift of Caring—an option for those who want to support girls, but not necessarily eat the cookies: Customers can donate money in any amount to go toward the Gift of Caring (GOC) program, which sends cookies to soldiers overseas and local nonprofit partners like the LA Food Bank and Goodwill Southern CA. Troops still get credit for the “virtual sale” and the public can support Girl Scouts, even if they don’t want cookies.

National Girl Scout Cookie Weekend, Feb. 7–8, 2014: Girl Scouts across the country will be throwing cookie parties and other activities to celebrate the world’s largest girl-run business. Locally, Girl Scouts of Greater Los Angeles will host its own special cookie party on Saturday, Feb. 8, 1–4 p.m. at the Westfield Santa Anita Promenade in Arcadia. Girl Scouts will take part in a scavenger hunt, while the public can enjoy fun free cookie-themed games, cheer on special guest contestants in the cookie-eating contest, and learn how the Girl Scout Cookie Program is transforming girls into business-savvy entrepreneurs.

MEDIA NOTES:

- Girl Scouts AKA “cookie correspondents” are available for interviews and media appearances throughout the season. To coordinate, please contact Melanie Larsen, mlarsen@girlscoutsla.org or 626-677-2339.

About Girl Scouts of Greater Los Angeles:

Girl Scouts of Greater Los Angeles serves more than 40,000 girls in partnership with more than 20,000 volunteers throughout the diverse communities of Los Angeles County and parts of Kern, San Bernardino, and Ventura counties. The council's programs engage girls in the areas of Leadership, Arts & Culture, Business Smarts, Environment & Outdoor Adventure, STEM (Science, Technology, Engineering, Math), and Wellness & Healthy Living. To join, volunteer, reconnect, or support, visit www.girlscoutsLA.org or call 1-888-GSGLA-4-U.

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