

## PRESS RELEASE

**EMBARGOED UNTIL AUG. 10, 7 A.M. PST**

**MEDIA NOTE: Want to include Girl Scouts in your National S'mores Day coverage? Schedule interviews and appearances with local Girl Scouts (e.g., s'mores cooking demos) by contacting Melanie Larsen, [mlarsen@girlscoutsla.org](mailto:mlarsen@girlscoutsla.org).**

### **SPECIAL NEWS FROM GIRL SCOUTS OF GREATER LOS ANGELES ON NATIONAL S'MORES DAY: WE'RE ADDING A NEW S'MORES COOKIE TO OUR 2017 COOKIE LINEUP!**

***New Variety Commemorates 100th Anniversary of Girl Scouts Selling Cookies and Organization's Historical Tie to the Campfire Treat***

**LOS ANGELES, Aug. 10, 2016** – Today, National S'mores Day, Girl Scouts of Greater Los Angeles (GSGLA) is announcing, in celebration of 100 years of Girl Scouts selling cookies, that the organization will introduce a commemorative Girl Scout S'mores™ cookie. The cookie will be featured in the Los Angeles area's 2017 lineup, where it will join classics like Thin Mints®, Samoas, and Trefoils®.

The new cookie is a s'mores-inspired crunchy graham sandwich cookie with creamy chocolate and marshmallowy filling. This cookie made with specialty ingredients was created with emerging consumer trends in mind. It contains no artificial flavors or colors, high fructose corn syrup, or hydrogenated or partially hydrogenated oils. It's the first of its kind for Girl Scouts, and like the other specialty cookie offered—gluten-free Toffee-tastic—the cookie will be priced at \$6, reflecting the cost of production. All other cookies will remain \$5 a box.

To celebrate the new Girl Scout S'mores™ cookies, GSGLA will be prompting consumers to share how they "s'more" on social media, using #NationalSmoresDay and tagging @GirlScouts.

The tradition of making and enjoying s'mores in the outdoors was popularized by Girl Scouts as early as the 1920s. The organization was one of the first to publish the iconic recipe under the name "Some More" in a 1925 issue of *Girl Scout Leader* magazine and, then, as "somemores" in an official 1927 Girl Scout publication. The popular s'mores recipe is just one component of Girl Scouts' longstanding commitment to the outdoors, a cornerstone of the organization that plays a vital role in girls' leadership development. When consumers purchase a box of Girl Scout S'mores cookies or any other variety of Girl Scout Cookies, they are investing in a girl's future and can feel good that their Girl Scout Cookie purchase powers amazing experiences for girls.

Girl Scout S'mores give consumers another delicious way to support all the positive things girls do to impact their community—using their cookie earnings to fund projects like anti-bullying workshops, beach clean-ups, science and camp activities, and more.

Girl Scouts in Greater Los Angeles will sell cookies Jan. 29–March 12, 2017. In the meantime, Angelenos wanting to support Girl Scouts and get a sweet fix at the same time can purchase nuts and candy during GSGLA's fall product program, Sept. 30–Nov. 20, which helps the girls kick-off their Girl Scout year. There's even a s'mores candy mix. For more information, visit [girlscoutsla.org](http://girlscoutsla.org).

#### **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 throughout the diverse communities of Los Angeles County and parts of Kern, San Bernardino, and Ventura counties. The council engages girls through programs in Leadership, Business and Financial Literacy, Outdoor Adventure, STE[A]M (science, technology, engineering, art, math), and Healthy Living. To join, volunteer, reconnect, or support, visit [www.girlscoutsla.org](http://www.girlscoutsla.org) or call 213-213-0123.*