

## FOR IMMEDIATE RELEASE

2017 Media Resources: [Guide to LA Girl Scout Cookie Season](#) | [100 Years of Cookie History](#) | [Photos & Social Media Images](#)

### **MEDIA NOTES & PHOTO/B-ROLL OPPORTUNITY:**

Want to be there on Feb. 25 to snap a photo and capture a winning moment? Contact Melanie Larsen for booth sale locations & times (including the grand prize booth) to coordinate day-of coverage: [mlarsen@girlscoutsla.org](mailto:mlarsen@girlscoutsla.org), 916-833-0579.

## **On Feb. 25, Win 100 Boxes of Girl Scout Cookies in Honor of 100 Years of Girl Entrepreneurship** **During National Girl Scout Cookie Weekend, Girl Scouts of Greater Los Angeles is hiding Golden Tickets on select boxes of Thin Mint Girl Scout Cookies—find one on Feb. 25 and get a sweet prize!**

**LOS ANGELES, Feb. 17, 2017** – Cookie fans, get ready for a sweet scavenger hunt on social media! In celebration of National Girl Scout Cookie Weekend, Girl Scouts of Greater Los Angeles (GSGLA) is hiding Golden Tickets on select boxes of Thin Mint Girl Scout Cookies around Greater Los Angeles on Saturday, Feb. 25. Find one and win either a variety pack of Girl Scout Cookies, or, for one lucky winner, *100 boxes* (don't worry, they freeze well!) GSGLA will leave #GSGoldenTicket clues on its [Twitter](#) and [Instagram](#) pages—@GirlScoutsLA—regarding the cookie booth sale locations, including perfect times to buy a box of Thin Mints to increase your chances of winning.

An icon of American culture, Girl Scouts have sold cookies to power amazing experiences for 100 years! Evolved from an event in Oklahoma in 1917, it is now the nation's leading business/entrepreneurial program run by girls.

All Girl Scout Cookies are \$5 a box, except for the limited specialty cookies: gluten-free Toffee-tastic and non-GMO Girl Scout S'mores, which are \$6 a box.

### **How to win on Feb. 25:**

1. Start following @GirlScoutsLA on Twitter and Instagram for #GSGoldenTicket location clues. GSGLA will tweet out locations and times throughout the day, approximately 8:30 a.m. to 5 p.m.
2. On Feb. 25, follow the clues and buy Thin Mints at a Girl Scout Cookie booth and see if your box is a special Golden Ticket (emblem will be right on the box)!
3. If you find a Golden Ticket, you will get your prize on the spot—a variety pack of Girl Scout Cookies! Or, for one lucky grand prize winner—100 boxes of Girl Scout Cookies!
4. Bonus: Snap a photo with your winning box and use #GSGoldenTicket and tag @GirlScoutsLA for a chance to be featured on GSGLA's social media channels!

### **Why play?**

Besides having the opportunity to potentially win a sweet prize, buying Girl Scout Cookies means you are helping girls:

- **Gain important life skills.** By running their own cookie business and working with others, Girl Scouts learn money management, people skills, goal setting, decision making, and business ethics.
- **Fund all the local leadership activities,** community service projects, and field trips Girl Scouts do all year long.

### **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 24,000 adult volunteers throughout 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 the council's 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](http://www.girlscoutsla.org) or call 213-213-0123.