



## **New Adventurefuls™ Girl Scout Cookie Joins Lineup for 2022 Season Nationwide**

*Girl Scouts of California's Central Coast will offer the new and indulgent brownie-inspired Adventurefuls cookie, which evokes the adventures Girl Scouts have through the organization.*

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### **FOR IMMEDIATE RELEASE**

January 5, 2022

### **Ventura, CA —**

Girl Scouts of California's Central Coast and Girl Scouts of the USA (GSUSA) are happy to announce that the new Adventurefuls cookie will join the nationwide lineup for the 2022 Girl Scout Cookie season. An indulgent brownie-inspired cookie with caramel-flavored crème and a hint of sea salt, Adventurefuls take cookie lovers on a delicious taste adventure just like Girl Scouts go on their own amazing adventures through the program. Girl Scouts in the California Central Coast area and across the United States will offer the Adventurefuls cookie next season alongside favorites like Thin Mints® and Caramel deLites®.

Every purchase of Adventurefuls, and the whole portfolio of iconic cookies, during cookie season, fuels local Girl Scouts' adventures throughout the year: exploring what interests them, discovering their passions, and taking action on issues they care about. Whether they're using their STEM skills to solve a problem, changing a law to help their community, having a courageous outdoor experience, or starting an innovative nonprofit, Girl Scouts build a better future for themselves and the world. Through the Girl Scout Cookie Program, not only do girls become entrepreneurs as they gain hands-on experience running their own small business, but they also earn money to fuel their Girl Scout adventures, which catapult them where they want to go.

Also new this year, GSUSA recently announced new Cookie Business badges that help girls think like entrepreneurs as they run their own cookie businesses and incorporate online sales via the Smart Cookies platform. The badges progress from goal setting and effective sales-



pitching in person and online to using market research, creating business plans, and implementing digital marketing campaigns.

The Cookie program is set to kick off on January 29 in the counties of Santa Cruz, Monterey, San Benito, San Luis Obispo, Santa Barbara, and Ventura. Girl Scout booths will begin to appear council-wide on February 11.

Available nationwide, every bite of Adventurefuls is full of indulgent brownie-inspired flavor with a combination of chocolatey and caramel flavors, and smooth and crispy textures, for an incredible taste of adventure in every bite.

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#### **About Girl Scouts of California's Central Coast**

Girl Scouts of California's Central Coast serves over 8,800 girls across six counties and is committed to making the Girl Scout Leadership Experience available to girls in ways that impact their lives both in the moment and into the future. Girls participate in troops, individual projects, council events, day camps, resident camps and more. A variety of leadership, outdoor skills, and Science, Technology, Engineering, and Math (STEM) based programs and events provide girls with opportunities to learn and explore in fun and informative ways. To join or volunteer in Santa Cruz, San Benito, Monterey, San Luis Obispo, Santa Barbara or Ventura County, visit: <http://www.girlscoutscoc.org>.