

## **Girl Scout Cookie Season Kicks Off for 2019 in California's Central Coast Celebrating the Country's Largest Financial Investment in Girls Annually**

*The iconic girl-led entrepreneurship program develops the next generation of female business leaders.*

### **Press Contact:**

Kathryn Jordahl

(805) 232-3977

[Kjordahl@girlscoutscoc.org](mailto:Kjordahl@girlscoutscoc.org)

### **FOR IMMEDIATE RELEASE**

January 2, 2019

**Ventura, CA** — Girl Scouts of California's Central Coast today launched the 2019 Girl Scout Cookie season, celebrating the largest financial investment in girls annually in the United States and a powerful entrepreneurship incubator for the next generation of female leaders. At a time when girls' needs and issues collect fewer than [eight cents](#) of every dollar granted by philanthropic foundations in the country, each and every Girl Scout Cookie purchase is key to supporting the change-makers of today and tomorrow.

[Research](#) shows that female-founded start-ups generate more revenue over time and per dollar than male-founded start-ups, but only [17 percent](#) of start-ups are female-founded. Given that [over half](#) (53 percent) of female entrepreneurs and business owners are Girl Scout alums, supporting Girl Scouts as they make sales and learn essential business [skills](#) is imperative to ensuring our country has a strong workforce and economy.

Through the Girl Scout Cookie Program®, girls not only discover their inner leadership potential but also use their earnings to power amazing experiences for themselves and their troop, including travel, outdoor adventure, and science, technology, engineering, and math (STEM) programming. Many girls put the money toward impactful community projects right in their own backyards, from supporting animal shelters and food banks to working with local and state legislators to change laws. And the cookie program's benefits are many; a recent Girl Scout Research Institute [study](#) found that two out of three girls who participate in the program learn five crucial skills—goal setting, decision making, money management, people skills, and business ethics—while doing incredible things for themselves and their communities. The proceeds stay local, meaning that when consumers purchase the delicious cookies that come from a registered Girl Scout only, they're giving back to their wider community.

From creating after-school programs to changing national legislation, Girl Scouts are doing remarkable things made possible by each and every cookie sale. However, girls' cookie proceeds alone aren't enough to power the Girl Scout Movement—investing in girls is important year-round, not just during cookie season.

“The Girl Scout Cookie Program is the largest girl-led entrepreneurial program in the world,” says council CEO, Tammie Helmuth. “It teaches our girls what it takes to be successful, providing them with the skills that businesses need in their employees and the world needs in their leaders. When you support your local Girl Scouts, girls learn that they accomplish any goal they set their minds to. Ask cookie sellers about the Smart Cookie app and you will be amazed at the tools they have to run their cookie business!”

And Girl Scouts of California’s Central Coast is celebrating a tasty new way to support young female entrepreneurs with a recently debuted Girl Scout Cookie added to the 2019 lineup: Caramel Chocolate Chip, which joins classics like the Thin Mints®, Caramel deLites®, and Shortbread varieties. Caramel Chocolate Chip features rich caramel, semisweet chocolate chips, and a hint of sea salt in a chewy gluten-free cookie. The new cookie is offered in select Girl Scout council markets only for as long as supplies last. Like other gluten-free consumer products, it may be priced higher than other Girl Scout Cookies, reflecting the cost of production.

Additionally, Girl Scouts who participate in the cookie program this season will have the opportunity to win the Cookie Entrepreneur Experience of a lifetime featuring the DC Super Hero Girls™ by entering the Cookie Pro™ contest. GSUSA has [teamed up with DC Super Hero Girls](#) to inspire Girl Scouts to be smart and courageous as everyday super heroes. The contest will highlight and reward exceptional cookie bosses who take the lead, set high goals for themselves, bring positive change to their communities, and learn valuable entrepreneurial skills. To learn more about the contest and to enter, visit [www.girlscouts.org/cookiepro](http://www.girlscouts.org/cookiepro).

To find Girl Scouts selling cookies near you, visit [www.girlscoutcookies.org](http://www.girlscoutcookies.org) or use the official Girl Scout Cookie Finder app, free on [iOS](#) and [Android](#) devices.

### **About GSCCC**

Girl Scouts of California’s Central Coast serves over 10,200 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, Arts and Math (STEAM) 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>.

###