



## **Girl Scouts of California's Central Coast Launches 2020 Girl Scout Cookie Season with New Girl Scout Cookie™ Packaging**

*World's largest girl-led entrepreneurial program has a sweet new way to celebrate girl leaders.*

### **FOR IMMEDIATE RELEASE**

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**Ventura, CA —** Today, Girl Scouts of California's Central Coast and Girl Scouts of the USA (GSUSA) launch the 2020 [Girl Scout Cookie™](#) season, when Girl Scouts across the United States become entrepreneurs as they earn money to power their own leadership opportunities and adventures. This season, Girl Scouts is announcing a sweet new way to celebrate young female leaders: refreshed packaging reflecting the amazing experiences cookie earnings make possible for girls. Get your favorite treats starting January 25!

The [Girl Scout Cookie Program®](#) teaches girls about entrepreneurship as they have fun learning essential skills like money management, public speaking, and decision making, which set them up for a lifetime of success. Nine in ten [Girl Scouts say](#) the cookie program has built their entrepreneurship skills and their interest in pursuing entrepreneurship as a career path—so every cookie purchase is an investment in the world-changing business leaders of tomorrow. What's more, each and every purchase stays local to power amazing experiences and leadership opportunities for girls in communities across the United States.

GSUSA's refreshed cookie packaging (with the same great taste!) continues to emphasize what the cookie program is all about, and the updated images feature current Girl Scouts taking part in a diverse range of experiences available to members—from adventure-packed camping and canoeing, to exploring space science and designing robots, to taking action to improve their communities. Every purchase of Girl Scout Cookies makes experiences like these possible for girls in your local community.

And with one of two lemon cookies available nationwide this year, Girl Scouts of California's Central Coast is celebrating the Lemonades® cookie, a tasty way to support young female entrepreneurs. Lemonades, alongside classics such as the Thin Mints®, Caramel deLites®, and Peanut Butter Patties® varieties, are savory slices of shortbread with lemon-flavored icing. The variety is offered in select council markets for as long as supplies last.

"The Girl Scout Cookie Program prepares girls with the business skills they need to take on real world issues," says Girl Scouts of California's Central Coast CEO, Tammie Helmuth. She also



adds, "When you buy Girl Scout Cookies, you're not just enjoying the best cookies on the planet, you're helping power new, unique, and amazing experiences for girls and launch them into a lifetime of leadership."

"Everyone loves Girl Scout Cookies—but the program is about so much more than cookies," said GSUSA CEO Sylvia Acevedo. "Girls learn about entrepreneurship as they run their own cookie businesses. The important business and financial literacy skills girls learn through the program are [proven to build their leadership skills](#) and position them for success in the future. When you purchase cookies you are helping girls power their Girl Scout experience and you're supporting female entrepreneurs."

Girl Scout Cookies can only be purchased from a registered Girl Scout. To find Girl Scouts selling cookies near you, visit [www.girlscoutscoc.org/cookies](http://www.girlscoutscoc.org/cookies) or use the official Girl Scout Cookie Finder app, free on [iOS](#) and [Android](#) devices.

#### **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>.

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