



New French Toast–Inspired Toast-Yay! Girl Scout Cookie Joins Lineup for 2021 Season in California’s Central Coast

The Toast-Yay! cookie will be available from Girl Scouts of California’s Central Coast once cookie season begins, offering a delightful moment of joy while supporting girl entrepreneurs.

Press Contact:

Kathryn Nielsen

(805) 232-3977

knielsen@girlscoutscoc.org

FOR IMMEDIATE RELEASE

August 18, 2020

Ventura, CA —

Today Girl Scouts of California’s Central Coast and Girl Scouts of the USA (GSUSA) kicked off a countdown to the 2021 Girl Scout Cookie season with the announcement of a new cookie in the Central Coast and other select areas: Toast-Yay!™, a French toast–inspired cookie dipped in delicious icing and full of flavor in every bite. Amid challenging world events and a global pandemic this year, Girl Scouts created moments of joy by donating cookies to thank frontline workers and using the cookie earnings to support their communities. When Girl Scout Cookie season returns, Toast-Yay! will give consumers a new way to celebrate joy, alongside other favorites like Thin Mints® and Caramel deLites®. And though social distancing measures may keep families and friends apart, cookie customers will be able to share joy and stay connected this season through a gift box option that ships directly to others via the Smart Cookies online platform.

Consumers will also delight in knowing that their cookie purchase is an investment in girl leadership in their own community. With every sale, the [Girl Scout Cookie Program](#) teaches girls to think like entrepreneurs as they run their own small businesses and learn skills like goal setting, people skills, and decision making—which are imperative for any leadership role. And girls decide how to use their portion of the proceeds for unforgettable leadership experiences and community projects, while Girl Scouts of California’s Central Coast depends on the funds to deliver life-changing Girl Scout programming to over 8,800 girls in the Central Coast.

As the COVID-19 pandemic became widespread during the 2020 cookie season, many girl entrepreneurs quickly changed their emphasis to virtual sales as they experienced the same challenges as other businesses. GSUSA also offered a new national online platform, Girl Scouts Cookie Care, that enabled customers to safely order cookies for home delivery or to donate cookies to first responders, volunteers, and local causes. Thanks to their customers, Girl Scouts donated millions of cookie packages nationally last season. In the 2021 season, Girl Scouts in the Central Coast will again embrace their entrepreneurial spirit by selling cookies through



online platforms and innovative “virtual cookie booths” on social media (with parental supervision). Many girls will offer socially distant or contactless sales and delivery options. If local guidelines allow, in-person sales may also be available in certain areas, keeping girls’ safety top priority.

Girl Scouts of California’s Central Coast kicks off cookie season on January 23, 2021, [contact us](#) for more information about sales dates and specific cookie availability.

###

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>.