

**PRESS
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FOR IMMEDIATE RELEASE
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Annual Cookie Sale Develops Skills Girls Will Use for a Lifetime 2007 Girl Scout Cookie Sale Begins September 14!

Baltimore--Goal Setting, economic literacy, marketing skills, fundamentals of business management, teamwork and self-confidence. If you think these skills sound like elements of a business course for entrepreneurs, you're almost right. These are the skills that Girl Scouts learn while participating in the annual Girl Scout Cookie Sale program activity. Girls in our area will begin taking orders September 14.

The cookie sale program activity is directly related to the Girl Scout mission of helping to build girls of courage, confidence and character who make the world a better place. Through Girl Scouting, girls discover a strong sense of self, connect with others through cooperation and teamwork to achieve goals and accomplish tasks, and take action to solve problems in the world around them. When customers buy boxes of Girl Scout Cookies, they encourage girls to discover, connect and take action as they work to set and reach personal, troop and community service goals, during the cookie sale program and beyond. At the same time girls are developing their communication, marketing, and money management skills. Many women have credited the Girl Scout Cookie Sale experience as a stepping stone to business and entrepreneurial ventures later in life.

Nearly 200 Girl Scouts learned how they could transfer the skills gained through the Annual Cookie Sale when they attended Girl Scouts of Central Maryland's one-day Cookie College in mid-August. Through seminars and hands-on sessions, Girl Scouts received information and tips on business and entrepreneurial basics from women business owners and business executives.

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Girl Scouts began selling cookies in order to be self-reliant and fund their troop activities soon after Juliette Gordon Low established Girl Scouts in 1912. In those days, girls baked the original shortbread cookies—now called Trefoils—at home and held neighborhood bake sales to raise money for troop programs and activities. By the mid-1930s, Girl Scout councils were using commercial bakers to assist in their fundraising endeavors. (Little Brownie Bakers supplies this council's Girl Scout Cookies.) Today, Girl Scout Cookies are an American favorite--more than 210 million boxes of Girl Scout Cookies are sold in the United States each year. Locally, Thin Mints are the most popular Girl Scout cookie of the eight varieties. Collectively 1,617,625 boxes were sold in central Maryland last year. Proceeds from each box helped to fund programs and activities at the troop and council level.

Girl Scouts will take cookie orders from September 14 through October 5. Girl Scouts will then sell directly to customers from cookie booths across central Maryland. Visit our website to find a cookie booth near you: www.gscm.org/cookies/boothsales, or call 410.358.9711. Cookies can also be purchased and donated to a local organization or for our military personnel as part of the Gift of Caring project. Cookies are \$3.50 per box.

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Celebrating its 45th year, Girl Scouts of Central Maryland provides programs to 30,000 girls in Baltimore City, Anne Arundel, Baltimore, Carroll, Harford and Howard counties. Through a myriad of programs and activities, Girl Scouting builds girls of courage, confidence and character who make the world a better place.