

FOR IMMEDIATE RELEASE

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Contact: Dawn M. Cwierley, Media Relation Specialist, 651-251-1218 or dawn.cwierley@girlscoutsrv.org
Lisa Hiebert, Director of Marketing and Communications, 651-251-1275 or lisa.hiebert@girlscoutsrv.org

River Valleys' inaugural Cookie Program Activity a hit!

(St. Paul, Minn.) Girl Scouts of Minnesota and Wisconsin River Valleys were a hit this year with their first ever Cookie Program Activity as a new council! Despite starting cookie season with subzero temperatures, nearly 35,000 girls put on their business hats—making phone calls, knocking on doors, and setting up cookie booths—from January 19 to March 30. Collectively they sold more than 4.7 million packages of America's most wanted cookies.

Customers' number one cookie choice remained Thin Mints, which made up 27 percent of all cookie sales. Samoas maintained their second place position with 21 percent of sales. The new Sugar Free Chocolate Chip and Lemon Chalet Crème cookies proved to be a hit too, making up 11 percent of sales.

This year, girls earned more than \$2.6 million, which will go directly back to local troops helping to offer hundreds of high-quality educational programs and activities, as well as use of 17 beautiful properties, including the five regional service centers and camp facilities, to 49,000 girls throughout the Twin Cities metro area, southern Minnesota, and western Wisconsin.

A stalwart tradition since 1917, the Girl Scout Cookie Program Activity not only helps girls to build life-long business and leadership skills, it helps those in need of food, a caring gift, and a piece of home. Through the Gift of Caring and Cookie Share community service projects customers were asked to purchase cookies to be donated to charities chosen by the Girl Scout troops. More than 64,000 packages of cookies were donated to organizations like Second Harvest Heartland, Emergency Food Shelf Network, the Armed Forces, and Operation MN Nice.

Building on that widespread desire to show support for troops overseas, TDS Metrocom and Walser Automotive partnered with River Valleys to create Troop to Troop: Cookie Connection. From March 20 – 22, they challenged customers to purchase enough cookies to send to every Minnesota serviceperson serving overseas. More than 3,500 packages will be sent to soldiers this May.

None of this would be possible without all the participating Girl Scouts and the support of adult volunteers, parents/guardians, local businesses, and cookie customers who helped make the 2008 Girl Scout Cookie Program Activity a hit.

(more)

For more information about the Girl Scout Cookie Program Activity, contact the Girl Scouts of Minnesota and Wisconsin River Valleys at 651-227-8835 or 800-845-0787, or visit www.girlscoutsrv.org.

About Girl Scouts of Minnesota and Wisconsin River Valleys

In partnership with nearly 18,000 adult volunteers, the Girl Scouts of Minnesota Wisconsin River Valleys helps 49,000 girls each year—in all or portions of 49 counties in southern Minnesota and western Wisconsin—to discover new abilities, connect with new friends, and take action to improve their communities. Girl Scouts is the world's preeminent leadership development organization for girls, building girls of courage, confidence, and character, who make the world a better place.

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