

PRESS RELEASE



Girl Scouts

Minnesota and Wisconsin
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FOR IMMEDIATE RELEASE

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**GIRL SCOUTS OF MINNESOTA AND WISCONSIN RIVER VALLEYS
BEGIN COOKIE SALES SATURDAY, JANUARY 19!**

Girl Scout Cookies Add Up To Opportunities For Girls!

(St. Paul, Minn.) When you open a box of Girl Scout cookies you also open endless leadership development opportunities for girls. Members of the newly merged Girl Scouts of Minnesota and Wisconsin River Valleys (River Valleys) will begin taking orders for the annual Girl Scout Cookie Program Activity on Saturday, January 19. The Cookie Program Activity provides opportunities that help girls, ages 5-17, become successful women as they learn about business and communication skills, money management, marketing, and teamwork. River Valleys' Cookie Program Activity runs through March 30. Cookie booths open in communities for direct sales starting February 29.

At \$3.50 a box, Girl Scout cookies add up to much more than a tasty snack. In fact, only \$0.83 goes to the baker. Proceeds stay within the local Girl Scout jurisdiction to help girls achieve personal and troop goals like attending Girl Scout camps, traveling to new places, and funding local community service projects.

Proceeds also help 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. This will be River Valleys' first Cookie Program Activity since the merging of its five legacy Girl Scout councils—Cannon Valley, Greater Minneapolis, Peacepipe, River Trails, and St. Croix Valley—on October 1, 2007.

“I love meeting new people while selling cookies!” said 10-year-old Junior Girl Scout Jennifer M. of Ramsey, Minn. In 2008, her goal is to sell 350 packages of cookies to implement her troop's Bronze Award project, all the while practicing entrepreneurial skills and building self-esteem. The Bronze Award is the highest honor a Junior Girl Scout can earn and requires her to learn leadership and planning skills necessary to follow through on a project that makes a positive impact on her community.

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Where Girls Grow Strong.

In addition to the annual favorites such as Thin Mints and Samoas, which make up nearly 50 percent of total sales, this year, three new cookies have been added to the lineup: Lemon Chalet Cremes, Sugar Free Chocolate Chips, and redesigned All Abouts.

Lemon Chalet Cremes feature a design of Our Chalet in Switzerland, one of the four Girl Scout World Centers. This sandwich cookie has a touch of cinnamon-ginger spice with a creamy lemon filling. Sugar Free Chocolate Chip Cookies are a great alternative to those who need or prefer sugar free products to enjoy Girl Scout Cookies. A redesigned All Abouts debut in 2008 with the same great taste, shortbread and fudge, and a new round look with exciting and essential messages about the new Girl Scout Leadership Development Program. All eight delicious varieties available are zero trans-fat per serving.

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 16,000 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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