

GIRL SCOUTS OF VIRGINIA SKYLINE COUNCIL

FOR RELEASE: January 9, 2024

LOCAL CONTACT: _____

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COOKIE PROGRAM DATES

Dec. 11: Girl Scouts start taking orders via their cookie cards

Jan. 9-12: cookies arrive locally

Jan. 13: first booth sales this weekend!

Feb. 16-18: National Girl Scout Cookie Weekend

March 18: cookie program ends

MEET THE COOKIES: <https://www.gsvsc.org/en/cookies/cookie-flavors-lbb.html>

NEED COOKIE IMAGES: communications@gsvsc.org

Virginia Skyline Girl Scouts Kick Off 2024 Cookie Season

Roanoke, VA— Today, Virginia Skyline Council kicked off the 2024 Girl Scout Cookie season in southwest and central Virginia, the annual event in which Girl Scouts unbox their futures as young female entrepreneurs through the world’s largest entrepreneurial program for girls.

During this highly-anticipated time of the year, girls flex their entrepreneurial muscles and acquire important life skills like money management, team building, public speaking and decision making. All proceeds from cookie sales stay with local councils and troops to power Girl Scouts’ amazing experiences year-round.

This year’s theme, Unbox the Future, aims to remove social barriers that often keep girls boxed in. When bold, goal-getting Girl Scouts sell a package of cookies, they’re doing much more than what’s seen at face value. Girl Scouts do more than sell delicious treats—they’re entrepreneurial powerhouses creating a more equitable future for themselves and the world. Every box of cookies sold provides invaluable experiences for Girl Scouts such as service projects, troop travel and summer camp.

This season, cookie lovers can enjoy the full assortment of Girl Scout Cookies, including fan favorites such as Thin Mints, Samoas, Tagalongs, Do-si-dos, and more. Also cookie supporters can enjoy newer flavors such as S’mores, Lemon-Ups, and Toffee-tastic (our gluten-free cookie).

Nationally nearly 700k girls participate in the Girl Scout Cookie Program, and here at home in Virginia Skyline Council, 200+ troops participate with close to 2,000 Girl Scouts. The Girl Scout Cookie Program provides vital girl-led entrepreneurial skills that build courage, confidence, and character. As a result, girls obtain limitless barrier-breaking futures outside the box with

transferable life skills. Girl Scouts can earn a variety of badges and awards to develop valuable business skills including Cookie Business badges, Financial Literacy badges, Cookie Entrepreneur Family pins and Entrepreneur badges.

How to Purchase Girl Scout Cookies This Season

Girl Scout Cookie season runs until March 18 in the Virginia Skyline Council region. Fans of Girl Scout Cookies can support Girl Scouting by purchasing cookies for \$6.00 a box in a few different ways:

- If you know a registered Girl Scout, reach out to her to purchase cookies.
- If you don't know a Girl Scout, visit www.gsvsc.org/cookies to use the official Girl Scout Cookie Finder to find cookie booths in your area. Can't find a local booth? Then contact us at info@gsvsc.org and we'll find a local troop to fix that cookie craving you have!
- Beginning February 16, enter your zip code into the Girl Scout Cookie Finder at www.girlscoutcookies.org to purchase from a local Girl Scout troop online for shipment to your door or to donate cookies to first responders and local causes.
- You can also text COOKIES to 59618 to stay informed about how to purchase Girl Scout Cookies now and in the future.

Girl Scouts in grades K–12 can start their journey to fun, friendship, and new experiences by joining the world's largest entrepreneurial organization for girls at any point in the year. Right now, girls can join for FREE: www.gsvsc.org/join

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We are the Girl Scouts. Girl Scouts bring their dreams to life and work together to build a better world. Through programs from coast to coast, Girl Scouts of all backgrounds and abilities can be unapologetically themselves as they discover their strengths and rise to meet new challenges—whether they want to climb to the top of a tree or the top of their class, lace up their boots for a hike or advocate for climate justice, or make their first best friends. Backed by trusted adult volunteers, mentors, and millions of alums, Girl Scouts lead the way as they find their voices and make changes that affect the issues most important to them. To join us, volunteer, reconnect, or donate, visit www.gsvsc.org or contact us at info@gsvsc.org or 540-777-5100.