

For Immediate Release
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GIRL SCOUT COOKIES® -- FORTIFIED WITH CHARACTER BUILDING, TEAMWORK AND LEADERSHIP SKILLS

Everyone has a memory of Girl Scout cookies, either from selling them, buying them or at least eating them. But you may not realize that for close to 90 years the Girl Scout Cookie Program has helped girls develop skills they will use throughout their lives. Through this annual activity, girls ages 5 – 17 learn how to work together as a team, set goals, and develop plans for reaching them. Additionally, they cultivate a sense of business ethics, public speaking, and interpersonal communication skills and acquire knowledge in marketing, money management, and customer service. The Girl Scout Cookie Program has truly evolved into the nation's premier financial literacy and entrepreneurship program.

"Each and every year I know we are training girls to fill all sorts of roles in the future. They may become the manager of a local bank branch, owner of local business, or CEO of a major corporation," states Lynn Vincent, Girl Scout Council of Cannon Valley's CEO. "How many tasty products can you buy that have character building, teamwork and leadership baked right inside?"

In the Girl Scout Council of Cannon Valley area, girls will start taking orders for Girl Scout cookies on January 15th and continue through January 30th. All proceeds, after paying the baker, stay in the local community.

"Our annual Girl Scout Cookie Program activity helps us make the Girl Scout experience available to any girl who want to participate, says Barb Sheer, Product Sales Manager for the council. "Last year's revenues were used to train volunteer leaders, provide financial assistance for girls and adults, build new platform tents at Camp Singing Hills, and provide the Girl Scout program for underserved communities. Troops used proceeds earned to go on trips to the Black Hills, spend a day at Valleyfair, or donate proceeds to local food shelf, local fire departments or National Guard Units.

Girl Scouts of the USA is the preeminent organization for girls, and has more than 3.8 million girl and adult members.

Now in its 92nd year, Girl Scouting cultivates values, social conscience and self-esteem in girls while teaching them the critical life skills to succeed as adults. In Girl Scouting, girls discover the fun, friendship, and power of girls together.

If you are not contacted by a local Girl Scout and would like to purchase a package of cookies, please call the Girl Scout Council of Cannon Valley at (507) 645-6603 (metro)

or 1-800-344-4757. You may also check out our website at www.gscv.org for information on upcoming booth sales.