



## GIRL SCOUT 2020 COOKIE SEASON KICKS OFF

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CONTACT: Candace Nelson, Director of Marketing,  
[Candace.Nelson@BDGSC.org](mailto:Candace.Nelson@BDGSC.org), 304.553.7026

CHARLESTON, West Virginia—The Girl Scouts of Black Diamond Council is kicking off cookie season across the state, and beyond, on Friday, Jan. 10.

Samoas, Thin Mints, Trefoils and the remainder of the 2020 cookie lineup – including one brand new cookie – will be available to purchase from Girl Scouts and online at [GirlScouts.org](http://GirlScouts.org).

The Cookie Program began in 1917 as a way for troops to finance activities. Today, the program encourages girls to discover their inner leadership potential and use their earnings to create experiences for themselves and their troop—including travel, outdoor adventure, and science, technology, engineering and math programming.

Proceeds from the sale stay local and have led to support for animal shelters, food banks and more in communities – all while teaching girls crucial skills like goal setting, decision making, money management, people skills and business ethics.

“Scout Cookies are not only delicious, but the cookie program also provides an opportunity for our girls to learn entrepreneurial skills that will serve them in leadership roles,” said Beth Casey, CEO of Girl Scouts of Black Diamond.

“Girl Scouts is the largest leadership development organization for girls and develops the next generation of women business leaders. This program is crucial to the success of our mission.”

More than half (53 percent) of women entrepreneurs and business owners are Girl Scout alums. Research shows that women-founded start-ups generate more revenue over time and per dollar than male-founded start-ups, but only 17 percent of start-ups are women-founded.



Each cookie sale supports the Girl Scouts and related activities that help them to develop those business skills all while donating to local churches, volunteering in their communities, working with legislators, and more.

However, girls' cookie proceeds alone aren't enough to power the Girl Scout Movement—investing in girls is important year-round, not just during cookie season. To support Girl Scouts, visit <http://www.bdgsc.org/give>.

To find Girl Scouts selling cookies near you, visit [www.girlscoutcookies.org](http://www.girlscoutcookies.org) or use the official Girl Scout Cookie Finder app, free on iOS and Android devices.

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#### **About Girl Scouts of Black Diamond Council**

Working in partnership with nearly 3,000 volunteers, Girl Scouts of Black Diamond Council serves nearly 8,000 girls in 61 counties in West Virginia, Virginia, Ohio and Maryland. For more information on how to join, volunteer, or donate to Girl Scouts of Black Diamond Council, call 1.800.756.7616 or visit the council's website at [www.bdgsc.org](http://www.bdgsc.org). Girl Scouts is the preeminent leadership development organization for girls, with 2.6 million girl and adult members worldwide. Girl Scouts builds girls of courage, confidence and character, who make the world a better place.

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