



Girl Scouts
Eastern Iowa & Western Illinois

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www.GSEIWI.org

**NEWS
RELEASE**

FOR IMMEDIATE RELEASE

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Girl Scout Cookies help at home and abroad

Girl Scouts will be knocking on doors in the coming weeks across Eastern Iowa and Western Illinois, but when you are asked to buy Girl Scout Cookies, think about how much a cookie can do – both home and abroad.

This year, your local Girl Scouts will offer you an opportunity to support the sale without having to purchase cookies for yourself, if that is your preference. You can donate delicious Girl Scout Cookies to Iowa's Bravest, a local non-profit organization that supports military personnel serving in Iraq and Afghanistan. In 2009, Iowa's Bravest shipped 4,400 packages of Girl Scout Cookies to 550 different troops from Iowa.

Girl Scouts taking orders for cookies also can donate boxes to local organizations selected by girls such as food pantries. Persons who don't wish to purchase cookies for themselves or as gifts have the option for them to be donated by their local Girl Scout troop.

Cookies also offer Girl Scouts the ability to raise funds to send girls to life-changing experiences at summer resident camp when they can't afford to attend or help fly older girls to Washington, D.C., for a tour of our nation's capital and perhaps have one of them return one day as a senator or congresswoman.

Nevertheless, Girl Scout Cookies offer that great familiar taste year after year – from the top-selling Girl Scout Thin Mint to the popular Caramel deLite – but they also allow you to help contribute funds for the premier leadership program for girls. No other program offers girls so much in developing courage, confidence and character – and it all starts with a box of cookies. Every cookie has a mission – to help girls do great things.

Girl Scout Cookies are the ultimate comfort food and are a family tradition, with many purchasing multiple boxes every year to enjoy not only their favorites and new cookies year after year, but also to support girls in our communities.

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As simple as the cookie is, the snack offers Girl Scouts the funds needed to provide highly touted programming that offers a life-changing experience during their girlhood. Proceeds from cookie sales fund activities of individual troops as well as Girl Scouts of Eastern Iowa & Western Illinois, including financial assistance for girls to participate in events, program fees, volunteer recruitment and training and maintenance of four camp properties.

Girl Scout Cookies have been an American tradition for more than 90 years – and for good reason.

“When you purchase Girl Scout Cookies, you get a great tasting product and you support the premier leadership program for girls,” Diane T. Nelson, chief executive officer of Girl Scouts of Eastern Iowa & Western Iowa said. “Because all Girl Scout programs such as cookie sale activities are girl-driven, girls make their own decisions and run the sale with the help of adult volunteers. Cookies are one of the reasons why Girl Scouting is successful at building leadership.”

Girl Scout Cookies are sold door to door in Eastern Iowa and Western Illinois from Friday, Jan. 15 through Sunday, Jan. 31. Through the spring, Girl Scout troops will be selling cookies at booths set up in areas such as department stores and shopping centers. If you wish to purchase cookies and have not been called on by Jan. 31, look for cookie booths in your community (posted on the council’s Web site at www.GSEIWI.org) or call Girl Scouts of Eastern Iowa & Western Illinois toll-free at 800-798-0833 to be connected with a local troop.

Girl Scout Cookies have long been a major fund-raiser for girls and their troops, and is an integral part of Girl Scouting’s business and economic literacy initiative for girls ages 5-17. The program provides finance, marketing and public speaking skills as well as valuable experiences that develop girls’ personal leadership style.

Through the Girl Scout Cookie Sale Program, girls manage inventory, set goals, learn money management and develop marketing skills. For more information on Girl Scout Cookies, check the Web at www.GSEIWI.org or call Girl Scouts of Eastern Iowa & Western Illinois at 800-798-0833.

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Girl Scouts of Eastern Iowa & Western Illinois serves 20,000 girls in 38 counties in Iowa and Illinois.

***Girl Scouting builds girls of courage, confidence, and character, who make the world a better place.
Did you know that one in every six girls is a Girl Scout?***