girl scouts
river valleys

FOR IMMEDIATE RELEASE

Contact:
Sara Danzinger
Public Relations Manager
800-845-0787 ext. 1298
612-720-9225
sara.danzinger@girlscoutsrv.org

Girl Scouts introduce Savannah Smiles cookies in celebration of 2012 Centennial

(St. Paul, MN) February 1, 2012—In honor of the Girl Scouts 2012 Centennial celebration, cookie lovers will be able to purchase the new Savannah Smiles when more than 35,000 girls begin selling door-to-door on Saturday, February 11. In addition to the new crisp and zesty lemon cookie that's making headlines across the country, Girl Scouts of Minnesota and Wisconsin River Valleys will also offer everyone's favorites: Thin Mints, Samoas, Trefoils, Tagalongs, Do-si-dos, Dulce de Leche and Thank U Berry Munch.

As the country's largest Girl Scout Cookie Program Activity, Girl Scouts in the 49 county Minnesota and Wisconsin River Valleys council sold more than 5.4 million boxes of cookies in 2011 when they switched to the direct-sales model of Cookies Now! As they did last year, Girl Scouts throughout the council will have inventory in-hand when door-to-door sales begin on Saturday, February 11, and for the duration of the Cookie Program Activity, ending Sunday, March 25.

Cookie booths open across River Valleys on Monday, February 20. An online cookie booth locator is available at GirlScoutsRV.org.

Find your cookie fix
Back by popular demand, cookie lovers can find local cookie booths on their mobile device with the cookie booth locator app for Android, iPhone and Blackberry.

The cookie booth locator app uses GPS technology to help find the cookie booth closest to your current location. The app also features nutritional information for all cookies and a cookie character quiz. Instantly download the free cookie booth locator app by dialing **GSCOOKIES (**472665437) from your mobile device.

Selling cookies, learning life skills
Girl Scout cookies are a delicious and fun way to support Girl Scouts. The Cookie Program Activity teaches girls five specific and valuable life skills: goal setting, decision making, money management, people skills and business ethics.

(MORE)

The Cookie Program Activity is the only girl-led real world business skills development program that grows with the girls. As the girls advance through different program grade levels in Girl Scouts, they are challenged to develop new skill sets and meet goals in the Cookie Program Activity.

In 2011, River Valleys Girl Scouts earned more than $3.1 million in troop proceeds that supported local Girl Scouts in the community. Money earned goes to support programs such as outdoor living, financial management, local and worldwide travel and local community service projects. Local proceeds help fund hundreds of programs and activities that build girls of courage, confidence and character, who make the world a better place.

In addition to the troop proceeds, each girl has the opportunity to earn individual rewards related to her success. Rewards range from bracelets and half-off camp coupons to Netbooks and iPads.

About Girl Scouts of Minnesota and Wisconsin River Valleys

In partnership with 18,000 adults, Girl Scouts of Minnesota and Wisconsin River Valleys helps nearly 45,000 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. For more information, call 800-845-0787 or visit GirlScoutsRV.org.

NOTE: Cookie spokesgirls (Girl Scouts in your area who love to talk about the Cookie Program Activity) are available for interviews and photographs. To connect with a cookie spokesgirl in your area, call Sara Danzinger, public relations manager, at 800-845-0787 ext. 1298.

# # #

Centennial Platinum Sponsors:
Centennial Gold Sponsors:
Centennial Silver Sponsors: