



**FOR IMMEDIATE RELEASE**

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## **Girl Scouts of NYPENN Pathways Kicks Off 2023 Cookie Season**

*Communities can support local girl entrepreneurs by ordering from the iconic cookie lineup to power amazing experiences in the outdoors, STEM and beyond!*



**Syracuse, N.Y.** (January 31, 2023) — Girl Scout Cookie time is recognized nationally from January through April, but local timing varies from council to council. Today, [Girl Scouts of NYPENN Pathways](#) (GSNYPENN) kicks off its 2023 cookie season as individuals and troops rally their communities to support the world’s largest entrepreneurial program for girls. Cookie proceeds raised across GSNYPENN’s 26-county footprint during the annual program stay local to support its members and operations.

“Every package of cookies our Girl Scouts sell provides invaluable business and leadership skill-building and experiences for them and their troops. Those experiences include community service projects, troop travel, summer camp, badge work and more,” says GSNYPENN CEO Julie Dale. “We appreciate the community’s ongoing support of our troops during the cookie program, our council’s largest annual fundraiser.”

GSNYPENN cookie season runs today through Sunday, April 23. Locally, cookies remain priced at \$5 per package.

If you know a Girl Scout, ask how and where they are selling cookies. Girls take orders in person on traditional order cards and receive them via personalized Digital Cookie® online ordering links. Cookies can be shipped direct for a fee or delivered by girls once local stock arrives later in the season.

Beginning February 27, customers without a girl or troop connection can use the [Girl Scout Cookie Finder](#) to access troop ordering links to have their favorite cookies shipped directly to their front door—including new cookie Raspberry Rally™ available exclusively as an online order for direct shipment. In addition, consumers can also use the Cookie Finder to locate community booths during the month of April to purchase cookies in person from GSNYPENN Girl Scouts.

The Girl Scout Cookie Program is the world’s largest entrepreneurial program for girls. Girl Scouts’ newly updated Financial Literacy badges offer entrepreneurial playbooks for every age level. From the Cookie Goal Setter badge earned as a Daisy to the Entrepreneur Accelerator for girls in high school, the cookie program teaches girls financial literacy, planning, budgeting, teamwork, innovative thinking, and confident decision-making.

### 2023 GSNYPENN Girl Scout Cookie Lineup, Produced by Little Brownie Bakers



**Samoas®** - crisp cookie coated with caramel, sprinkled with toasted coconut and striped with dark chocolate

**Tagalongs®** - crispy cookie layered with peanut butter and covered with chocolate

**Do-si-dos®** - crunchy oatmeal sandwich cookie with creamy peanut butter filling

**Lemon-Ups®** - lemon cookie with messages inspired by Girl Scout entrepreneurs, “I am a go-getter” and “I am an innovator” are among 8 phrases that bring Girl Scouting to life

**Thin Mints®** - crisp wafer cookie covered in chocolate coating made with natural oil of peppermint, vegan, #1 selling variety nationwide

**Toffee-tastic®** - gluten-free, rich buttery cookie with crunchy toffee bits

**Trefoils®** - traditional shortbread cookie, oldest variety still produced today

**Girl Scout S'mores®** - crunchy graham sandwich cookie with creamy chocolate and marshmallow filling

**Adventurefuls™** - brownie-inspired cookie with caramel-flavored crème and a hint of sea salt

**Raspberry Rally™ - NEW!** - thin crispy cookie, “sister” to beloved Thin Mints, infused with raspberry flavor, dipped in chocolate coating (*first cookie exclusively offered for online sale and direct shipment only*)

This season, the brand-new Raspberry Rally is being offered by Girl Scouts exclusively through digital channels for direct shipment only, further enhancing girls’ e-commerce sales and entrepreneurial skills. This latest approach will help guide the evolution of the cookie program for the digital future.

#### How to Purchase Cookies from GSNYPENN Girl Scouts:

- If you know a registered Girl Scout, reach out to her to find out how she's selling cookies.
- Visit GSNYPENN’s dedicated cookie page at [buygirlscoutcookiesnow.com](http://buygirlscoutcookiesnow.com) for ongoing updates on how you can support the program locally.
- Beginning February 27, cookie lovers can purchase cookies for direct shipment to their homes by entering their zip code in the Cookie Finder on the page above and accessing troop ordering links.
- From April 1-23, use the Cookie Finder to locate community booths to purchase cookies in person.
- Consumers can also donate cookie purchases to assist community partners. This year’s GSNYPENN Sweet Support Gift of Caring partners are Food Bank of Central New York and Food Bank of the Southern Tier.



- Community members may also contact the council for assistance connecting to troops selling cookies by calling 1.315.698.9400 or 1.800.943.4414, emailing [info@gsnypenn.org](mailto:info@gsnypenn.org) or using the Let's Chat pop-up at [gsnypenn.org](https://gsnypenn.org) during business hours.

GSNYPENN serves girls in K-12 across 26 counties: Allegany, Broome, Cayuga, Chemung, Chenango, Cortland, Delaware, Herkimer, Jefferson, Lewis, Madison, Oneida, Onondaga, Ontario, Oswego, Otsego, St. Lawrence, Schuyler, Seneca, Steuben, Tioga, Tompkins, Wayne and Yates in New York and Bradford and Tioga in Pennsylvania. Annual membership is just \$25; financial assistance is available. To start her adventure, visit [gsnypenn.org/join](https://gsnypenn.org/join). To become a volunteer, learn more at [gsnypenn.org/volunteer](https://gsnypenn.org/volunteer). To help make Girl Scouting possible for girls in your community, visit [gsnypenn.org/donate](https://gsnypenn.org/donate).

*(All photos and graphics used with permission, courtesy of Girl Scouts of NYPENN Pathways)*

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**About Girl Scouts of NYPENN Pathways, Inc.**

Girl Scouts is the preeminent leadership development organization for girls in grades K-12. Our extraordinary journey began in 1912 when our Movement was founded by Juliette Gordon "Daisy" Low. Today, we continue the Girl Scout mission of building girls of courage, confidence, and character, who make the world a better place. We offer every girl the chance to practice a lifetime of leadership, adventure and success. GSNYPENN is chartered by Girl Scouts of the USA to administer the Girl Scout program in 24 counties of New York and two in Pennsylvania. Learn more at [gsnypenn.org](https://gsnypenn.org).