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Girl Scouts of NYPENN Pathways Will Offer New Raspberry Rally™ Cookie During 2023 Season

New variety—a thin, crispy cookie infused with raspberry flavor and dipped in a delicious chocolaty coating—will be exclusively offered for online sale and direct shipment only during the council's season beginning January 10



Cicero, N.Y. (August 19, 2022) — Are you ready to power the amazing adventures of Girl Scout entrepreneurs? Ready, set, rally! Earlier this week, [Girl Scouts of NYPENN Pathways Council](#) and Girl Scouts of the USA (GSUSA) announced that the new Raspberry Rally™ cookie will join the nationwide lineup for 2023. GSNYPENN kicks off the local Girl Scout Cookie season on January 10, 2023.

The thin, crispy cookie is a “sister” cookie to the beloved Thin Mints®, infused with raspberry flavor instead of mint and dipped in the same delicious chocolaty coating. Raspberry Rally gives devoted Girl Scout Cookie lovers yet another reason to be excited about the upcoming cookie season.



This must-have new cookie will be the first in the lineup to be exclusively offered for online sale and direct shipment only, enhancing girls’ e-commerce sales and entrepreneurial skills. Girl Scouts in the GSNYPENN Council and across the United States will offer Raspberry Rally alongside favorites like Thin Mints®, Adventurefuls™ and Samoas®.

Cookie season is an exciting annual event for Girl Scouts. Proceeds raised from in-person and online cookie orders directly benefit local councils and troops. When Girl Scouts run their own cookie business, they are part of the largest girl-led entrepreneurial program in the world. Girl Scouts learn leadership, problem-solving, and community building through the Girl Scout Cookie Program, resulting in an invaluable experience that cultivates an innovative, entrepreneurial spirit.

The Girl Scout Cookie Program encourages girls to be risk takers, to think outside of the box, and to be confident in their own abilities. Whether they’re working toward earning their Cookie Goal Setter badge as a Daisy or their My Cookie Business Resume badge as an Ambassador, Girl Scouts learn qualities crucial for all forms of leadership and life skills. The program embraces the understanding of the world of business, money management, and entrepreneurship. Cookie Business badges range anywhere from goal setting to learning effective in-person and online sales pitches, using market research, creating business plans, and implementing digital marketing campaigns.

Available nationwide, every purchase of the online-exclusive Raspberry Rally supports local Girl Scouts who are helping make our world a better place. Let’s come together to celebrate the young change-makers who are solving problems and learning new skills—one box of cookies at a time. Visit girlscoutcookies.org to sign up to be notified as soon as Raspberry Rally and other Girl Scout Cookies go on sale.

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 \$25; financial assistance is available. To start her adventure, visit gsnypenn.org/join. To become a volunteer, learn more at gsnypenn.org/volunteer. To help make Girl Scouting possible for girls in your community, visit gsnypenn.org/donate.

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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.