

In-Person Girl Scout Cookie Season Kicks Off for 2019 in Northern Illinois Celebrating the Country's Largest Financial Investment in Girls Annually



Iconic girl-led entrepreneurship program develops the next generation of business leaders.

January 4, 2019 – Girl Scouts of Northern Illinois today launched the in-person start of the 2019 Girl Scout Cookie season, celebrating the largest financial investment in girls annually in the United States and a powerful entrepreneurship incubator for the next generation of leaders. At a time when girls' needs and issues collect fewer than eight cents of every dollar granted by philanthropic foundations in the country, each and every Girl Scout Cookie purchase is key to supporting the change-makers of today and tomorrow.

Research shows female-founded start-ups generate more revenue over time and per dollar than male-founded start-ups, but only 17 percent of start-ups are female-founded. Given that over half (53 percent) of female entrepreneurs and business owners are Girl Scout alums, supporting Girl Scouts as they make sales and learn essential business skills is imperative to ensuring our country has a strong workforce and economy.

Through the Girl Scout Cookie Program®, girls not only discover their inner leadership potential but also use their earnings to power amazing experiences for themselves and their troop, including travel, outdoor adventure, and science, technology, engineering, and math (STEM) programming. Many girls put the money toward impactful community projects right in their own backyards, from supporting animal shelters and food banks to working with local and state legislators to change laws. The cookie program's benefits are many; a recent Girl Scout Research Institute study found that two out of three girls who participate in the program learn five crucial skills—goal setting, decision making, money management, people skills, and business ethics—while doing incredible things for themselves and their communities.

Local Girl Scouts kicked off the 2019 Girl Scout Cookie Program with online sales beginning December 17, 2018. Digital Cookie 5.0 allows girls to take electronic orders for cookies. Customers have the ability to order and pay for cookies online and have the option to have the cookies shipped directly to them (shipping charges apply), have the Girl Scout deliver the cookies to them, or donate cookies (with no additional handling fees).

Girl Scouts will also take cookie orders in-person (and online) from January 4–27, 2019. The cookie lineup features refreshing Thin Mints, caramel-y Samoas, peanut butter-stuffed Tagalongs, crunchy Do-si-dos, buttery Trefoils, zesty lemon Savannah Smiles, sweet S'mores, toffee-chipped Toffee-tastics (gluten free, too!). Cookies are on sale for \$5 per box! All of the net revenue raised—100 percent of it—stays within the northern Illinois area. Don't know a Girl Scout? Email cookies4you@girlscoutsni.org to be connected to a local entrepreneur who would love to add you to her customer list!

Additionally, Girl Scouts who participate in the cookie program this season have the opportunity to win the Cookie Entrepreneur Experience of a lifetime featuring the DC Super Hero Girls™ by entering the Cookie Pro™ contest. GSUSA has teamed up with DC Super Hero Girls to inspire Girl Scouts to be smart and courageous as everyday super heroes. The contest will highlight and reward exceptional cookie bosses who take the lead, set high goals for themselves, bring positive change to their communities, and learn valuable entrepreneurial skills. To learn more about the contest and to enter, visit www.girlscouts.org/cookiepro.

Wondering Why Girl Scouts?

At Girl Scouts, girls are our first and only priority. And they always will be. See how girls prepare for leadership, adventure, and success at why.girlscouts.org. This dynamic digital experience showcases Girl Scouts as a powerhouse where girls develop key skills for a lifetime. Learn more at why.girlscouts.org today!

Girl Scouts don't just dream big; we take action. Are you ready to change the world with us? www.girlscouts.org/all

We're Girl Scouts of Northern Illinois

We believe every girl can change the world. With us, Girl Scouts develop the independence and confidence to guide their own lives and build a better world. We put girls in the driver's seat and encourage them to customize their own experience. With programs focused on the outdoors, career and interest exploration, travel and global community, and practical life skills, in addition to community service projects, every girl has the opportunity to unlock her full potential and be amazing!

We serve 16 counties including parts or all of Boone, Carroll, Cook, DeKalb, DuPage, Jo Daviess, Kane, Kendall, Lake, LaSalle, Lee, McHenry, Ogle, Stephenson, Whiteside, and Winnebago. To volunteer, reconnect, donate, or join, visit www.girlscoutsni.org or call 844-GSNI-4-ME (844-476-4463).