



FOR IMMEDIATE RELEASE

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[ALABAMA]— On January 2, Girl Scouts of North-Central Alabama launched 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 female leaders.

Local Girl Scouts are reaching their goals and honing their entrepreneurial skills by participating in booth sales (starting February 8), door-to-door sales, and digital sales through the Digital Cookie® platform, an innovative and educational web-based addition to the cookie program that helps girls run their Girl Scout Cookie business online.

Purchases of Girl Scout Cookies (like customer favorites Thin Mints® and Samoas®) don't only mean a delicious treat for customers. Earnings from the Girl Scout Cookie Program fuel the adventures, leadership opportunities, and passion projects of local Girl Scouts. All of the net revenue through the Girl Scout Cookie Program stays with the local council and troops, meaning that when consumers purchase the cookies that come from a registered Girl Scout only, they're giving back to their wider community.

From Huntsville to Demopolis, girls put their earnings 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 skills girls learn in the cookie program also influence later success: data shows more than half (57 percent) of Girl Scout alumnae in business say the cookie program was beneficial to skills they possess today, such as money management, goal-setting, and public speaking.

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.

And Girl Scouts of North-Central Alabama is celebrating a tasty way to support young female entrepreneurs with the return the Toffee-tastic® cookie to the 2019 lineup.

Toffee-tastic, which joins classics like the Thin Mints®, Samoas®, and Trefoils® varieties, is a gluten-free option introduced in 2015 that features a rich, buttery cookie with sweet, crunchy, golden toffee bits.

To find Girl Scouts selling cookies near you, call 800-734-4541, visit www.girlscoutcookies.org, or use the official Girl Scout Cookie Finder app, free on [iOS](#) and [Android](#) devices.

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About Girl Scouts of North-Central Alabama

We're over 13,000 strong—9,500 girls and 4,000 adults in 36 counties in the state of Alabama who believe girls can change the world. It began over 100 years ago with one woman, Girl Scouts' founder Juliette Gordon "Daisy" Low, who believed in the power of every girl. She organized the first Girl Scout troop on March 12, 1912, in Savannah, Georgia, and every year since, we've made her vision a reality, helping girls discover their strengths, passions, and talents.

Today we continue the Girl Scout mission of building girls of courage, confidence, and character, who make the world a better place. Girl Scouts is the preeminent leadership development organization for girls. Girl Scouts of North-Central Alabama is a United Way partner. To volunteer, reconnect, donate, or join, visit www.girlscoutsnca.org or call 800-734-4541.