

FOR IMMEDIATE RELEASE

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GIRL SCOUTS OF ALABAMA *NOT* RAISING COOKIE PRICES

BIRMINGHAM, Ala. –October 2, 2023–Girl Scouts of North-Central Alabama (GSNCA) and Girl Scouts of Southern Alabama (GSSA), covering all of Alabama, are excited for Girl Scouts to showcase their entrepreneurial skills by selling Girl Scout Cookies this season! Consumers will be able to purchase their favorite flavors for the *same prices* they experienced last year when our seasons launch on December 9, 2023 (GSSA) and December 11, 2023 (GSNCA). On these dates, girls will begin taking in-person cookie orders and Digital Cookie – a site where girls run and manage their Girl Scout Cookie business online – will open. Additionally, girls will be taking traditional pre-orders for delivery when cookies arrive in our area in early February. When you purchase Girl Scout Cookies, you are getting more than a sweet treat; all the proceeds stay local to help power amazing experiences for Girl Scouts in your community.

Nationwide, any Girl Scout Cookie price adjustments are determined at the Girl Scout Council level. As with many industries, rising costs have resulted in Girl Scout councils in some areas facing the tough decision to raise their prices for the upcoming season. Each of our 111 councils operates as its own 501c3 organization, and council leaders make the decisions that best serve their members. As always, cookie proceeds will be shared between the council and troops to support local Girl Scout programming and activities. Under any price increase, troop proceeds will also increase per package. That being said – we would like to reassure Alabamians that they will not be impacted by a price increase this year.

Our focus as this year's Girl Scout Cookie season approaches is on our Girl Scouts having fun and empowering experiences as young entrepreneurs. When you buy Girl Scout cookies you are creating opportunities for Girl Scouts to learn, grow, and thrive. From learning how to interact with customers to creating budgets and taking orders,

the Girl Scout Cookie Program teaches Girl Scouts invaluable skills that they'll need to succeed throughout their lives. As such, we're excited to make this season the best yet!

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We Are Girl Scouts of the USA

Girl Scouts bring their dreams to life and work together to build a better world. Through programs from coast to coast, Girl Scouts of all backgrounds and abilities can be unapologetically themselves as they discover their strengths and rise to meet new challenges—whether they want to climb to the top of a tree or the top of their class, lace up their boots for a hike or advocate for climate justice, or make their first best friends. Backed by trusted adult volunteers, mentors, and millions of alums, Girl Scouts lead the way as they find their voices and make changes that affect the issues most important to them. To join us, volunteer, reconnect, or donate, visit girlscouts.org.

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About Girl Scouts of North-Central Alabama

Girl Scouting gives every girl access to life-changing experiences that inspire her to do something BIG! Girl Scouts of North-Central Alabama is over 12,000 strong across 36 counties in North Central Alabama. For more information, call 800-734-4541 or visit girlscoutsnca.org.

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About Girl Scouts of Southern Alabama

Girl Scouts of Southern Alabama serves more than 5,000 girls and 2,500 adults who believe in the power of every girl to change the world. With programming across 30 counties, GSSA offers every girl a chance to practice a lifetime of leadership, adventure, and success. To volunteer, reconnect, donate, or join call 800-239-6636 or visit www.girlscoutssa.org.