

LOCAL GIRL SCOUT COUNCIL PARTNERS WITH CUMBERLAND MALL

Central & Southern NJ – As family-friendly locations are key for 2016 Girl Scout Cookie Sales, the Cumberland Mall located in Vineland, New Jersey has been identified as a strategic partner for the 2016 Girl Scout Cookie Program.

As a result of the Cumberland Mall partnership, it will be possible for the Girl Scouts of Central & Southern New Jersey to continue to support local troops. The Cumberland Mall will act as a “Cookie Pick-Up” location and will permit the Girl Scouts to park a Girl Scout Cookie Truck outside of the popular shopping center. As a major community center, the Cumberland Mall will help the local troops and volunteers easily replenish a troop’s cookie supply, help with mass cookie distribution, and offer convenient cookie access for troops and volunteers in the area.

The Girl Scout Cookie Truck will aid the Girl Scouts in the distribution of cookies, making it easy for Girl Scouts to gather their product and focus on the 5 essential business skills of the Girl Scout Cookie Program: goal setting, decision making, money management, people skills and business ethics.

“The Cumberland Mall is thrilled to have partnered with the Girl Scouts of Central & Southern NJ,” said Maricela Vega, Marketing Manager at the Cumberland Mall. “We are happy to lend a hand to an organization that has impacted our youth in such a positive way.” The Cumberland Mall partnered with Girl Scouts in an attempt to reach out to the local community and spread the Girl Scout Mission of building girls of courage, confidence, and character, who make the world a better place. Ginger Haithcox, the Manager of Product Sales at Girl Scouts, states, “I’m very pleased to develop a new community partnership with Cumberland Mall. Having key community sites to aid the distribution of cookies not only supports our volunteers as they serve their troops by providing local pick-ups for working parents, it also supports the thousands of girls that are learning goal setting and decision making as they manage their inventory to have enough product to fulfill customer orders and booth locations at retail sites across our council jurisdiction.”

The Girl Scout Cookie Program remains the largest girl-led business in the country generating \$790 million in sales. With the sale of each box of cookies, the revenue is shared among many parts of Girl Scouting – a portion is allocated to the baker’s cost, a portion is allocated to the local troop, and the rest of the cookie box revenue supports camps, programs, events, volunteers, training, and staffing.

Girls will be selling cookies in central and southern New Jersey from January 14th through March 6th for \$4 a box. Gluten Free Trios, a delicious blend of peanut butter, chocolate chips, and certified gluten-free oats will be available in select markets for \$5 per package. Girl Scout Cookie fans can find their favorite cookies online, by using the Cookie Booth Locator at www.girlscoutcookies.org or by downloading the mobile app available for Android and Apple devices.

About Girl Scouts of Central & Southern NJ, Inc.

Girl Scouts of Central & Southern NJ (GSCSNJ) is the premier organization serving 19,000 girls in over nine counties. GSCSNJ will shape leaders for tomorrow by empowering girls to take on bold challenges, discover their own passions and strengths, act with character, and engage fully in fun, relevant experiences that encourage friendships and build life-long skills. For more information on how to join, volunteer, reconnect or donate to Girl Scouts of Central & Southern NJ, call (800) 582-7692 or visit www.gscsnj.org. You can also connect with GSCSNJ on Twitter @GSCSNJ or Facebook.com/GSCSNJ!

About The Cumberland Mall

Cumberland Mall is a single level property, 946,378 square foot mall, is anchored by Boscov’s, Burlington Coat Factory and Marshall’s and currently has over 80 in-line tenants including American Eagle Outfitters, Old Navy and Victoria’s Secret. Adjacent to the mall are several outparcel tenants including BJ’s Wholesale Club, which owns its land and building, and Home Depot and Regal Cinemas, which own their buildings subject to ground leases from PREIT. For more information, visit www.cumberlandmallnj.com

About PREIT

PREIT (NYSE:PEI) is a publicly traded real estate investment trust specializing in the ownership and management of differentiated shopping malls. Headquartered in Philadelphia, Pennsylvania, the company owns and operates approximately 27 million square feet of retail space in the eastern half of the United States with concentration in the Mid-Atlantic region’s top MSAs. Since 2012, the company has seen a transformation guided by an emphasis on balance sheet strength, high-quality merchandising and disciplined capital expenditures. Additional information is available at www.preit.com/, on Twitter or LinkedIn.