

# Cookie Season Media Kit (**READ FIRST**)

Council has a plan to reach out to regional print, online, cable/television, and radio media to promote the good works of our Girl Scouts, celebrate the new packaging, and tell stories of Cookie Entrepreneurs. Girl Scouts USA will be covering national media sources.

If you reach out to your local/ community media, please use the enclosed Press Release Template so that our message is consistent. Also, please copy Stephanie Gulmantovicz at stephanieg@gscsnj.org so that she can inform our Media Relations firm for follow-up and tracking.

Anything [in red] below are sections that you are able to customize to make the Press Release specific to your troop and town.

***\*Delete everything in gray box before saving and sending a Press Release to local media\****

## 2020 Cookie Season: Press Release Template

[INSERT: Girl Scouts of Central and Southern New Jersey OR Your Troop of Your Town] Launches 2020 Girl Scout Cookie™ Season

[DATE]

[Girl Scouts of Central and Southern New Jersey] OR [Your Troop of Your Town] launched the 2020 Girl Scout Cookie™ season on Thursday, January 16. Girl Scouts across the United States become entrepreneurs as they earn money to power their own leadership opportunities and adventures. This year, we are especially excited to celebrate young female leaders: refreshed cookie packaging reflects the amazing experiences cookie earnings make possible. In fact, five (5) of the girls on this year’s packages are from Central and Southern New Jersey!

The Girl Scout Cookie Program® teaches girls about entrepreneurship as they have fun learning essential skills like money management, organizing pop-up shops, public speaking, and decision making, which sets them up for a lifetime of success. What’s more, each and every purchase stays local to power amazing experiences and leadership opportunities for girls in the community.

[Insert story about how your Troop used cookie proceeds to benefit the community, fund a leadership opportunity for girls, or finance an adventure in the past AND/OR what your plans are with 2020 proceeds.]

[OPTIONAL: “Everyone loves Girl Scout Cookies – but the program is about so much more than cookies, ”said GSUSA CEO Sylvia Acevedo. “Girls learn about entrepreneurship as they run their own cookie businesses. When you purchase cookies, you are helping girls power their Girl Scout experience, and you’re supporting female entrepreneurs.”]

Girl Scout Cookies can only be purchased from a registered Girl Scout. [Insert information on your cookie booth(s) OR “To find Girl Scouts selling cookies near you, visit [www.girlscoutcookies.org](http://www.girlscoutcookies.org) or use the official Girl Scout Cookie Finder app, free on iOS and Android devised.”]

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**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!

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