



## FOR IMMEDIATE RELEASE

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### **BOSCOV'S SUPPORTS LOCAL GIRL SCOUT TROOPS FOR 100TH ANNIVERSARY OF GIRL SCOUTS SELLING COOKIES**

As family-friendly locations are key for 2017 Girl Scout Cookie Sales, the Boscov's stores located in Vineland, Deptford, and Woodbridge have been once again identified as strategic community partners for the 2017 Girl Scout Cookie Season - which marks the 100th year of the first known sale of cookies by Girl Scouts. These Boscov's locations will allow local Girl Scout troops to sell their delicious cookies, including the highly-anticipated **Girl Scout S'mores™** cookies, throughout the 2017 Girl Scout Cookie Program.

Thin Mints, Peanut Butter Patties, Shortbreads, Caramel deLites, Lemonades, Thanks-A-Lots, Peanut Butter Sandwiches and Girl Scout S'mores™ can be purchased from the Girl Scout troops for \$4.00 per box from January 19<sup>th</sup> through March 12<sup>th</sup>. Select locations will also be selling a limited supply of the new gluten-free Trios cookie; chocolate chips nestled in a gluten-free peanut butter oatmeal cookie, available for \$5.

Supporting the Girl Scout Cookie Program not only helps Girl Scouts earn money for fun, educational activities and community projects, but also plays a huge role in transforming girls into G.I.R.L.s (Go-getters, Innovators, Risk-takers, Leaders)™ as they learn crucial life skills that will stay with them forever. The Girl Scout Cookie Program is a well-known vehicle for teaching girls the five essential skills—goal setting, decision making, money management, people skills, and business ethics – essential to a girl's future.

Samantha Thompson, a GSCSNJ Product Program Specialist, shares, "The Girl Scouts of Central & Southern New Jersey is proud to once again offer Boscov's Cookie Booths for the troops of our council. The three locations, Vineland, Deptford, and Woodbridge offer key cookie booths to our major locations and we appreciate that The Boscov's company is ready and willing to offer opportunities to help not only the Cookie Program, but the Girl Scouts in general." Year-round, Boscov's is actively and intimately involved with the non-profit organizations within their local communities. Alix Hayes, the Regional Public Relations Manager for Boscov's added, "Our customers love when it's cookie time! Boscov's shoppers tell us having the Girl Scouts at our stores is an added treat to shopping in our stores. And, since they're around on busy weekends for several weeks, shoppers often ask at our registers, 'Where are the Girl Scouts today?', which usually leads to shoppers and our associates having fun conversations about which type of Girl Scout cookie is their all-time favorite!"

Girl Scout Cookie fans can find their favorite cookies online, by using the Cookie Booth Locator at [www.girlscoutcookies.org](http://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](http://www.gscsnj.org). You can also connect with GSCSNJ on Twitter @GSCSNJ or Facebook.com/GSCSNJ!

#### **About Boscov's**

For more than 100 years, Boscov's ([www.Boscovs.com](http://www.Boscovs.com)) has been known for great values, commitment to stellar customer service, and hundreds of famous brands. Boscov's offers a broad selection of apparel and shoes for men, women and children, prestige cosmetics and quality home furnishings. To make living easier for our customers, Boscov's also offers a wide array of services, including travel, optical, catering, event planning, gift registry and salon services. Boscov's is the nation's largest, family-owned department store chain, with 45 stores in Pennsylvania, Ohio, New Jersey, Connecticut, Delaware, New York and Maryland.