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**GIRL SCOUTS OF CENTRAL & SOUTHERN NJ ANNOUNCES ADDITION OF S'MORES
COOKIE TO 2017 COOKIE LINEUP**

***New Variety Commemorates 100th Anniversary of Girl Scouts Selling Cookies and Organization's
Historical Tie to the Campfire Treat***

August 10, 2016

Cherry Hill, NJ - Today on National S'mores Day, Girl Scouts of the USA (GSUSA) announced, in celebration of 100 years of Girl Scouts selling cookies, that the organization will introduce two commemorative Girl Scout S'mores™ cookies. GSCSNJ will add one of the newly introduced cookies to its 2017 lineup, where it will join classics like Thin Mints®, Caramel deLites, and Shortbread.

Girl Scouts of Central & Southern NJ will offer a s'mores-inspired crispy graham cookie double-dipped in a crème icing and enrobed in a chocolatey coating. This clever take on the time-honored campfire treat was developed in response to popular consumer trends. It is vegan and free of artificial colors, preservatives, and partially hydrogenated oils. The last new Girl Scout Cookies, including the gluten-free Trios, were introduced in 2015.

"I was thrilled to discover the 100th anniversary cookie would be a s'more!" said Ginger Haithcox, Manager of Product Sales. "S'mores are a favorite campfire treat and this cookie represents a fun way to honor Girl Scouts tradition and our commitment to offering girls outdoor experiences."

The tradition of making and enjoying s'mores in the outdoors was popularized by Girl Scouts as early as the 1920s. The organization was one of the first to publish the iconic recipe under the name "Some More" in a 1925 issue of *Girl Scout Leader* magazine and, then, as "somemores" in an official 1927 Girl Scout publication. The popular s'mores recipe is just one component of Girl Scouts' longstanding commitment to the outdoors, a cornerstone of the organization that plays a vital role in girls' leadership development. According to the Girl Scout Research Institute (GSRI) *More Than S'mores* report, there is a clear connection between outdoor experiences and girls' understanding of their leadership potential. Girls who spend time outdoors through Girl Scouts eclipse their peers in environmental stewardship, more readily seek challenges, and are better problem solvers, all of which are traits needed for twenty-first-century leadership. When consumers purchase a box of Girl Scout S'mores cookies or any other variety of Girl Scout Cookies, they are investing in a girl's future and can feel good that their Girl Scout Cookie purchase powers amazing experiences for girls.

Girl Scout S'mores gives consumers another delicious way to support all the positive ways girls impact their community with cookie money, like throwing a "thank you" party for local firefighters, donating hand-crafted care packages for the military overseas, setting up a luncheon for a local senior center, donating to a favorite foundation, donating a bulletproof vest to a female police officer or creating care packages for children with cancer at a local hospital.

GSCSNJ's Girl Scout cookie sale begins January 19, 2017! To learn more about the new cookie varieties and find out when Girl Scouts will be selling cookies near you, visit www.girlscoutcookies.org. For more information about Girl Scouts and how to join or volunteer, visit www.girlscouts.org/join.

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About Girl Scouts of Central & Southern NJ, Inc.

GSCSNJ is the premier organization serving 19,000 girls in over nine counties. GSCSNJ shapes 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 GSCSNJ, call (800) 582-7692 or visit <http://www.gscsnj.org/>. You can also connect with GSCSNJ on Facebook.com/GSCSNJ or Twitter @GSCSNJ.