**FOR IMMEDIATE RELEASE FINAL**

**Jemia Singleton, Taft Communications**

**jemia@taftcommunications.com/404.433.9614**

**Let the Adventure(fuls) Begin… It’s Girl Scout Cookie Time!**

***New “Adventurefuls” Cookie and DoorDash Partnership Highlight the 2022 Cookie Season***

**CHERRY HILL, NJ — Jan. 13, 2022** — January not only marks the start of a new year but it’s also the time of year when the Girl Scouts of Central and Southern New Jersey (GSCSNJ) start knocking on doors, reaching out to family and friends, and setting up booths at local businesses to sell their famous cookies. New this year are the Adventurefuls – brownie-inspired cookies with caramel-flavored crème and a hint of sea salt – and a collaboration with DoorDash to offer contactless, same-day delivery of Girl Scout cookies.

While the season is about the Thin Mints, Shortbreads, and the other Girl Scout cookies many have come to know and love, the Girl Scout Cookie Program is about much more than the baked delicacies.The Girl Scout Cookie Program is the largest female-led entrepreneurship and financial literacy program in the country. For more than 100 years, the program has become synonymous with Girl Scouts and not only benefits local troops and the GSCSNJ Council through its proceeds, it also assists in developing innovative programs that build girls of confidence, courage, and character.

Through the Cookie Program, girls are provided the opportunity to tap into their entrepreneurial abilities. A 2019 report conducted by the Girl Scout Research Institute (GSRI) titled, “[Today’s Girls, Tomorrow’s Entrepreneurs: Transforming Interest and Aptitude into Success](https://www.girlscouts.org/content/dam/girlscouts-gsusa/forms-and-documents/about-girl-scouts/research/GSUSA_Todays-Girls-Tomorrows-Entrepreneurs.pdf)”, looked at how girls today think and feel about entrepreneurship and business success. The GSRI study, which included over 1,500 girls ages 8-17 from across the country, found that Girl Scouts are more likely than other girls to have an entrepreneurial mindset (79% compared to 52%) and want to enter the world of entrepreneurship someday (91% compared to 71%).

“As our GSRI research has shown, the Girl Scout Cookie Program makes a difference for girls,” said Ginny Hill, GSCSNJ CEO. “It provides girls with opportunities to participate in activities that support entrepreneurship. The program offers them the chance to solve real problems such as how to adapt to, and be resilient in, a global pandemic, and helps them embrace challenges and take risks. Girl Scouts provides mentors and role models through troop leaders and other positive influencers in girls’ lives that can help pave the way for them to achieve their future entrepreneurial aspirations. The Girl Scout Cookie Program truly is preparing tomorrow’s entrepreneurs one cookie and sale at a time.”

For more information about the 2022 Girl Scout Cookie Program for the Girl Scouts of Central & Southern NJ, which runs from January 13, 2022 through March 27, 2022, visit gscsnj.org.

**About Girl Scouts of Central & Southern NJ, Inc.**

Girl Scouts of Central & Southern NJ (gscsnj.org) is the premier organization serving 12,000 girls ages K-12, and 9,000 adult members and volunteers 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.

# # #