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FOR IMMEDIATE RELEASE

Girl Scouts—Dakota Horizons 2019 Girl Scout Cookie Season Begins in One Week

The iconic girl-led entrepreneurship program develops the next generation of female business leaders.

Sioux Falls, SD (2/6/2019)

On February 13, the world's largest entrepreneurial program for girls—the Girl Scout Cookie Program—begins! Given that [over half](#) (53 percent) of female entrepreneurs and business owners are Girl Scout alums, the business skills learned through the cookie program are essential to our future workforce and economy.

Through the Girl Scout Cookie Program[®], girls discover their inner leadership potential and use their earnings to power amazing experiences for themselves and their troop, including travel, outdoor adventure, and science, technology, engineering, and math (STEM) programming. Many girls return their proceeds toward impactful community projects right in their own backyards - from supporting animal shelters and food banks to working with local and state legislators to change laws.

Erin Lemanski, a college student and Girl Scout mentor identified, "It's not just a cookie you're buying, you're buying a future for the girls."

The cookie program's benefits are many. A recent Girl Scout Research Institute [study](#) found that two out of three girls who participate in the program learn five crucial skills—goal setting, decision making, money management, people skills, and business ethics.

"It's important to think outside of the 'cookie' box when purchasing Girl Scout Cookies," stated Girl Scouts-Dakota Horizons CEO Marla Meyer. "Your investment allows Girl Scouts to unleash their inner G.I.R.L. Every day we see the benefits of empowered girls who learn the skills to become our future Go-getters, Innovators, Risk-takers, and Leaders."

Dakota Horizons is celebrating a tasty 2019 lineup, including the Toffee-tastic® cookie, a certified gluten-free option that features a rich, buttery cookie with sweet, crunchy, golden toffee bits. Consumers will also find classics like the Thin Mint, Samoa, Tag-Along and Trefoil varieties.

Girl Scouts are encouraged to Go For Bold this 2019 Cookie Season. There are various options for Girl Scouts to reach their goals; from traditional door-to-door sales, to cookie booths at stores throughout their community. Additionally, technology plays a large part with Girl Scouts having an opportunity to build a private website through Digital Cookie. They are able to share their unique website link with customers and use a smartphone app that compliments the online platform.

To find Girl Scouts selling cookies near you, visit www.girlscoutcookies.org or use the official Girl Scout Cookie Finder app, free on [iOS](#) and [Android](#) devices.

About Girl Scouts—Dakota Horizons

Girl Scouts—Dakota Horizons is a non-profit organization that serves nearly 13,000 members in North Dakota, South Dakota, Minnesota and Iowa who believe in the power of every [G.I.R.L. \(Go-getter, Innovator, Risk-taker, Leader\)™](#) to change the world. We are committed to building girls of courage, confidence and character who make the world a better place. For more information visit <http://www.gsdakotahorizons.org/> or call 1-800-666-2141.

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