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Girl Scouts of Eastern Pennsylvania Launches 2020 Girl Scout Cookie™ Season with New Girl Scout Cookie™ Packaging

World's largest girl-led entrepreneurial program has a sweet new way to celebrate girl leaders.

FOR IMMEDIATE RELEASE

Philadelphia, PA — [Girl Scouts of Eastern Pennsylvania](#) (GSEP) will launch the 2020 [Girl Scout Cookie™](#) season on Thursday, January 16, when Girl Scouts across the United States become entrepreneurs as they earn money to power their own leadership opportunities and adventures. This season, GSEP is announcing a sweet new way to celebrate young female leaders: refreshed packaging reflecting the amazing experiences cookie earnings make possible for girls.

The [Girl Scout Cookie Program®](#) teaches girls about entrepreneurship as they have fun learning essential skills like money management, public speaking, and decision making, which set them up for a lifetime of success. Nine in ten [Girl Scouts say](#) the program has increased their interest in pursuing entrepreneurship as a career path—so every cookie purchase is an investment in the world-changing business leaders of tomorrow. What's more, each and every purchase stays local to power amazing experiences and leadership opportunities for girls in communities across the United States.

To celebrate the launch of the 103rd season of the Girl Scout Cookie™ Program, cookie booths will be stationed throughout the region. Kim Fraites-Dow, Chief Executive Officer of GSEP, and GSEP Board Members will be on-site to greet Girl Scouts, volunteers and customers. Cookie lovers are invited to purchase their first box of the season at the following locations and times:

- **Philadelphia:** Suburban Station, 16th St. & JFK Boulevard, 6 a.m. – 6 p.m.
- **Lehigh Valley:** Lehigh Valley Mall, 250 Lehigh Valley Mall, 10 a.m. – 6 p.m.
- **Delaware County:** Iron Hill Brewery & Restaurant, 30 E State Street, 6 p.m. – 9 p.m.

Girl Scouts of USA (GSUSA)'s refreshed cookie packaging (with the same great taste!) continues to emphasize what the cookie program is all about, and the updated images feature current Girl Scouts, including adult Girl Scout Serena P. installing a solar panel on the Lemonades package. Each package showcases girls taking part in a diverse range of experiences available to members—from adventure-packed camping and canoeing, to exploring space science and designing robots, to taking action to improve their communities. Every purchase of Girl Scout Cookies™ makes experiences like these possible for girls in your local community.



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"The Girl Scout Cookie Program not only fuels our girls' programming financially, it teaches them how to manage their own businesses through goal setting and financial planning," said Kim E. Fraites-Dow, Chief Executive Officer of GSEP. "The experiences they have and the funds they raise give girls as young as 5-years old planned adventures and service projects and we're excited to see how far they go this year."

Lemonades®, alongside classics such as the Thin Mints®, Caramel deLites®, and Peanut Butter Patties® varieties, are a tasty way to support young female entrepreneurs and can only be purchased from a registered Girl Scout. 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.

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About Girl Scouts of Eastern Pennsylvania

Girl Scouts of Eastern Pennsylvania (GSEP) is the largest girl-serving organization in Pennsylvania and builds girls of courage, confidence, and character, who make the world a better place. GSEP serves close to 40,000 girls in partnership with more than 15,000 adult volunteers in Berks, Bucks, Carbon, Chester, Delaware, Lehigh, Montgomery, Northampton and Philadelphia counties. For further information about Girl Scouting, how to join, volunteer, reconnect, or donate, call 215-564-2030 or visit www.gsep.org.

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