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## **2021 Girl Scout Cookie Season Kicks Off in Eastern Pennsylvania**

*Girl Scout entrepreneurs within Girl Scouts of Eastern Pennsylvania's nine-county footprint are selling cookies such as the new Toast-Yay!™ in safe, creative, and innovative ways, including through the organization's first-ever delivery collaboration with Grubhub.*

**Philadelphia, PA (January 21, 2021)** – Today, [Girl Scouts of Eastern Pennsylvania](#) (GSEP) kicked off the first fully virtual Girl Scout Cookie season. Girls are adapting their cookie business methods to share the joy of Girl Scout Cookies through the largest girl-led entrepreneurship program—including taking delivery orders through a new national collaboration with Grubhub. Additionally, online cookie ordering is available so consumers who don't know a Girl Scout can still purchase cookies from a local troop for direct shipment to their homes or donation to local organizations or curbside pick-up.

### **Innovative Girl-led Cookie Business Methods**

As local businesses across Eastern Pennsylvania continue to navigate COVID-related restrictions, Girls have moved their cookie businesses completely online in 2021. Supporters can place orders and pay online and select either shipping or curbside contactless pickup. They can also opt to purchase cookies that the council will then donate to Hometown Heroes, select local nonprofits and first responders. The proceeds from each purchase stay local with the troop and Girl Scouts of Eastern Pennsylvania to power its essential leadership programming.

"The pivot to innovative approaches is even more important this year! Cookie bosses as young as five years old are continuing to embrace their entrepreneurial spirits and stay connected to their communities amid the COVID-19 pandemic," said Kim E. Fraithe-Dow, CEO of Girl Scouts of Eastern Pennsylvania. "We hope the delicious Girl Scout Cookie flavors, as well as girls' skillful and persuasive sales methods, provide some comfort and levity to the local communities during this time. I can't wait to see how our girl led businesses become a success while bringing joy to the community."

### **Online Ordering Available**

Girl Scout Cookie supporters can go to [gsep.org](http://gsep.org) to find a local troop to purchase from through the Smart Cookie platform for direct shipment or donation to local organizations. GSEP is underwriting all credit card processing fees for online sales, and if customers select shipping at checkout, they will pay 50% of shipping purchases of six packages or more.

This year, GSEP will offer the new Toast-Yay!™ cookie, a French toast-inspired cookie dipped in delicious icing and full of flavor in every bite. Toast-Yay! gives consumers a new way to celebrate moments of joy alongside other favorites, like Thin Mints® and Caramel deLites®. And though social distancing measures may keep families and friends apart, cookie customers can share the joy and stay connected this season through a gift-box option that ships directly to others via the Smart Cookie platform.

## **Ordering Now Available Through Delivery Platform Grubhub**

This season, GSEP is participating in a national collaboration with food ordering and delivery platform Grubhub so girls have an additional way to facilitate contact-free cookie orders. Consumers can order Girl Scout Cookies for delivery on Grubhub.com or the Grubhub app. A hands-on experience in managing e-commerce, local Girl Scouts will track and fulfill orders, manage inventory, and more, all using Grubhub's back-end technology. GSUSA is grateful to Grubhub for waiving all fees for the organization to make this new delivery option feasible for sales without reducing troops' and councils' proceeds.

## **How to Safely Purchase Girl Scout Cookies This Season**

Girl Scout Cookie season is recognized across GSEP's nine-county footprint (Berks, Bucks, Carbon, Chester, Delaware, Lehigh, Montgomery, Northampton, and Philadelphia) from January 21, 2021, through March 14, 2021.

For more information on how to purchase cookies in your community and support the Girl Scouts of Eastern Pennsylvania, visit [gsep.org/findcookies](https://gsep.org/findcookies)

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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. What was started in 1912 in Savannah, Georgia by founder Juliette Gordon Low as one small, yet dedicated troop of girls has grown into 2.8 million Girl Scouts across the U.S. today. GSEP serves close to 40,000 girls in partnership with more than 15,000 volunteers in Berks, Bucks, Carbon, Chester, Delaware, Lehigh, Montgomery, Northampton and Philadelphia counties. Today, 80 percent of women in leadership and executive roles in the U.S. were Girl Scouts. Girl Scout alum comprise 70 percent of women in the U.S. Congress. For further information about Girl Scouting, how to join, volunteer, reconnect, or donate, call 215-564-2030 or visit [www.gsep.org](https://www.gsep.org). Follow @GirlScoutsEPenn on Twitter, Instagram and Facebook.