

NEWS ADVISORY

FOR IMMEDIATE RELEASE

For _____, 2008 Event

CONTACT:

Name:

Title Troop #:

Girl Scouts of Michigan Trails

Phone Number:

Girl Scouts Need Your Help for a Successful Cookie Sale!

WHAT:

WHO:

WHEN:

WHERE:

It is that time of year again – and you can help Girl Scouts of Michigan Trails with a successful 2008 Cookie Sale! Order taking began January 8.

The aid our community media resources and area businesses provide has a significant impact on the success of the Girl Scout Cookie Sale, from covering a story on girls' entrepreneurship, to hosting a location for a Girl Scout Cookie Booth. By supporting the Girl Scout Cookie Sale, you can help provide the means for girls to build their confidence, courage, and character.

Ways to help

Purchasing cookies from a Girl Scout troop near you. If you are looking for a troop to come to your area, contact the Girl Scout Service Center: 616-784-3341 or 1-800-442-1401.

Business owners can assist a Girl Scout Troop by inviting girls to facilitate their Cookie Booths at their business locations.

Help from **media resources** (newspapers, magazines, and radio & television stations) is also appreciated. The Girl Scout Cookie Sale is a great public interest opportunity. We invite all area media to participate in coverage of our troops' Cookie Sale.

About the Cookie Sale

The Girl Scout Cookie Sale is a great all-American tradition passed on through many generations. The cookie sale is usually the first opportunity girls have to try their hand at being entrepreneurs. Girls take an active role in the Cookie Sale program by practicing communication skills, counting and sorting their product, and collecting money. The business skills they develop are sure to be beneficial in every day life. Girls plan what to do with the funds that they generate, learning to be self-sufficient young women.

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Girls know that through the Cookie Sale, dreams can become realities as they earn their own way to adventures that they plan with the guidance of their troop leaders. Girls experience the fun, friendship, leadership, teamwork, and diversity the Girl Scout program has to offer.

Girl Scouting helps girls grow strong. The Cookie Sale also helps spread the fun and education to all the communities we serve. The funds stay within our council jurisdiction, to provide girl programming and opportunities to all our girl members.

What Are Girl Scout Cookie Booths?

Cookie Booths are a great way for Girl Scout troops to sell even more cookies. In March, Girl Scouts will be setting up their Cookie Booths at designated locations. Many people prefer buying cookies spur-of-the-moment, so it is a great way for Girl Scouts to sell beyond order taking sales.

For more information on media coverage and public interest opportunities pertaining with Girl Scouts of Michigan Trails Cookie Sale, contact Girl Scouts of Michigan Trails at 616-784-3341.