It's Colorado's sweetest time of the year! Girl Scout Cookies go on sale across the state on Sunday, Jan. 27. Colorado's Girl Scout Cookie Program runs through March 3, with booth sales in front of retail locations starting Feb. 8.

Each purchase of Girl Scout Cookies supports girls in developing five lifelong skills: goal-setting, decision-making, money management, people skills and business ethics.

Girl Scout alumnae are shining examples of the lifelong impact of the Girl Scout Cookie Program. Today, more than two-thirds of women business owners and CEOs, and United States senators and congresswomen, were Girl Scouts. Girl Scouts boasts a 59 million alumnae base, and many of these women report they learned their early business leadership skills through selling Girl Scout Cookies.

In 1917, Girl Scouts began selling cookies, and today the program has grown into a $790 million girl-led business. In fact, last year Colorado Girl Scouts earned $2.25 million for their activities, such as going to camp, traveling domestically or internationally, completing a Take Action project to benefit the community, taking a Girl Scout leadership journey and/or earning a Girl Scout badge on a topic or two of interest.

"Beyond the delicious Girl Scout Cookies themselves, the most valuable component of this annual program is the life skills gained by the girls," said Stephanie Foote, president and CEO of Girl Scouts of Colorado. "Each year our Girl Scouts set their sights high and earn money through cookie sales to participate in our leadership pathways."

All money raised from Girl Scout Cookies supports girls in Girl Scouts of Colorado. Customers have the option to pay by credit card if the Girl Scout is participating in that program.

This year, Girl Scouts in Colorado will sell the six most popular Girl Scout Cookie varieties, including Do-si-Dos, Samoas, Savannah Smiles, Tagalongs, Thin Mints and Trefoils.

All Girl Scout Cookie varieties contain zero grams of trans fat per serving, and the Do-si-Dos, Savannah Smiles and Trefoils have no hydrogenated oils. Further information about Girl Scout Cookie ingredients can be found at littlebrownie.com .

Also, for the first time since the ’90s, the Girl Scout Cookie packages across the country will have a new look that emphasizes the financial literacy and entrepreneurship skills taught through the Girl Scout Cookie Program. In Colorado, the new Girl Scout packaging will be rolled out with a mix of old and new packaging. However, regardless of the packaging, all Girl Scout Cookies purchased in 2013 will be a freshly baked product.

Girl Scouts are encouraged to “ask” family and friends to buy Girl Scout Cookies online through email, social networking (such as Facebook or Twitter) or even text messaging; however, at this time, Girl Scouts cannot collect money online for cookie purchases.

In Colorado, Girl Scouts can participate in the online Cookie Club, where they set goals, track their progress and email their family and friends to ask them to make purchases.

Making the world a better place is central to the Girl Scout mission. During the Cookie Program, Girl Scouts honor the nonprofit organizations, food banks, military and uniformed personnel who are so important to the community through Girl Scouts’ Hometown Heroes/Gift of Caring program.

Through this program, customers have the opportunity to purchase a package of cookies to donate to Girl Scouts’ heroes—a perfect solution for those who pass on the tempting treats!

Girls learn about the invaluable work of their recipients by taking tours, learning about careers in public service and helping with service projects. All Hometown Heroes/Gift of Caring purchases may be eligible for a tax deduction. Last year’s statewide program netted 114,565 packages for hundreds of organizations.

Customers looking for cookies can use the “Cookie Locator” online or the mobile app to search for booth sale locations where they can make a purchase. Once customers find a location that

works for them, they can add it to their calendar and/or sign up to receive email reminders about sale locations. Visit girlscoutsofcolorado.org to get started or learn more.

Girl Scout Media Day is Feb. 8

Girl Scouts of Colorado will hold its first-ever Cookie Social Media Day on Friday, Feb. 8, the first day of cookie booth sales at retail locations throughout Colorado. On this day, they are asking everyone, from Girl Scout members to adult volunteers, families, donors, partners, alumnae, staff and friends, to talk on social media about real-life skills learned through selling Girl Scout Cookies.

Prizes, such as free Girl Scout Cookies, will be given away on Girl Scouts of Colorado's social media channels throughout Cookie Social Media Day.

For more information, visit their blog at gscoblog.wordpress.com . Colorado's Cookie Social Media Day is part of National Girl Scout Cookie Day.

Girl Scouts active in Colorado

Girl Scouting builds girls of courage, confidence and character who make the world a better place. Girl Scouts of Colorado makes it easy, meaningful and fun for girls and volunteers to grow as leaders.

They provide a safe place for girls to explore their world—from science, technology and the

environment to healthy living, anti-bullying and financial literacy.

For 100 years, Girl Scouting has been helping each girl develop her personal leadership skills and make friends that last a lifetime. Girl Scouts is also a great place to enhance job skills and give back to the community as an adult volunteer.

In fact, they serve 31,000 girl members and 10,000 adult volunteers across Colorado!

New to Girl Scouts are the flexible pathways for participation for both girls and adult volunteers. Learn more about how to be a part of the Girl Scout Leadership Experience by visiting girlscout sofcolorado.org
, calling 1-877-404-5708 or emailing inquiry@gscolorado.org.

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