



Invitation to Cover

For more than 100 years, Girl Scouts and their enthusiastic supporters have helped ensure the success of the iconic annual Girl Scout Cookie Program — and had fun, developed valuable life skills and made their communities a better place every step of the way. Girl Scouts of the Colonial Coast will kick off the season with door-to-door sales on Saturday, January 11 with booth sales following in mid-February. In addition to door-to-door marketing, Girl Scouts participating have an option of also participating through Digital Cookie, an online platform.

2025 Girl Scout Cookie Program Media Kit and Talking Points

When:

Starting January 11, 2025, Girl Scouts will be taking orders for cookies, either door to door or through the online platform, Digital Cookie. Booth sales begin locally on February 23, 2025. The cookie program ends March 30, 2025.

Cookies:

Through Little Brownie Bakers, Girl Scouts of the Colonial Coast will be offering NINE cookie varieties: Thin Mints®, Samoas®, Tagalongs®, Trefoils®, Do-si-dos®, Girl Scout S'mores®(final year), Toffee-tastic® (gluten free), Lemon-ups®, and Adventurefuls®.

Price:

Girl Scout Thin Mints®, Samoas®, Tagalongs®, Trefoils®, Do-si-dos®, Adventurefuls®, and Lemon-Up®s are all \$5. Girl Scout S'mores® and Toffee-tastics® (gluten free) are \$6. All proceeds stay in southeastern Virginia and northeastern North Carolina to benefit local Girl Scouts.

Gift of Caring:

The Gift of Caring program offers a wonderful opportunity to support Girl Scouts, even if you're not interested in eating the cookies yourself. Customers can buy Gift of Caring cookies, which will then be donated to the USO of Hampton Roads and various other organizations across the council.

New Philanthropic Reward Spike's K9 Fund Protecting Our National Heroes:

Working dogs are crucial to keeping our communities safe. Spike's K9 Fund's mission is to protect our K9 heroes with custom-fit lifesaving vests, along with other critical needs.

Girl Scouts who participate in the Cookie Program can choose to make the world safer in place of a reward item. This means they can mix and match protecting a dog and picking a reward at different levels. Find all the details on our Cookie page: www.gsgcc.org/cookies



Important Dates for the 2025 Cookie Program:



- January 11 – Cookie Program Begins (online and traditional)
- February 21-23 – National Girl Scout Cookie Weekend
- February 22 – Cookie Count-n-Go
- February 23– Cookie Booths Begin Locally
- March 30 – Cookie Program Ends



Girl Scout Cookie Program's Five Skills

- 1. Goal Setting:** Girls set sales goals and create a plan to reach them. This matters because girls need to know how to set and reach goals to succeed in school, on the job and in life.
- 2. Decision Making:** Girls decide when and where to sell, how to market their sales, and what to do with earnings. Girls need to know how to make smart decisions throughout their lives.
- 3. Money Management:** Girls develop a budget, take orders and handle customers' money. Whether it's an allowance or a paycheck, girls need to know how to manage money.
- 4. People Skills:** Girls learn how to talk (and listen!) to their customers, as well as how to work as a team. This matters because it helps them do better in school and, later, at work.
- 5. Business Ethics:** Girls act honestly and responsibly during every step of the Cookie Program. This matters because employers want to hire ethical employees and leaders in all fields.



Girl Scout Cookie Proceeds at Work

All the proceeds from the Girl Scout Cookie Program stay local. Proceeds help reach Girl Scouts in underserved areas and maintain camps and properties. Girl Scouts pool their money as a troop and use their proceeds to fuel adventures throughout the year—like STEM, outdoor experiences, travel, and community projects.

Seeking Adventure

Girl Scout Cookie Program proceeds helped these Girl Scouts discover a new world through travel! It was a trip to remember for GSCCC Girl Scout teens Yasmeen Fann, Maureen Keller, and Elgin Raymond who joined other Girl Scouts from several other councils to travel to Italy in July as part of the Bell' Italia Destination. The vibrant culture came alive as they visited the Basilica of St. Francis, the Sistine Chapel, the Roman Forum and the Pompeii Roman Ruins, along with other stops. Girl Scout travel is a lifelong journey that builds skills, memories, and friendships. Every Girl Scout, beginning with Daisies or Brownies, can take the first step on this journey with a group field trip followed by an overnight and then weekend trip. And all can be supported through proceeds from the annual Girl Scout Cookie Program!



Cookie Proceeds and Take Action Projects



Girl Scout Troop 371 banded together to create space at The Lodge where troops could work on projects during meetings in the facility's dining area. They did this as part of their Girl Scout Bronze Award as a Take Action step. They painted the dining room, refinished two cabinets, and built organizers (made of recycled Girl Scout Cookie boxes!) to make a "Creation Station." To make organizers, they painted cookie box "drawers" and added decouped cookie knobs and labels to each. The troop filled the drawers with supplies and activities for other troops to use at their meetings. Girl Scout cookie proceeds are used to fund Girl Scout activities and community projects, including Highest Award projects.



Little Brownie Bakers clipart, photos and resources available for download.

Videos: Thirty and 60 second public service announcements are available at www.youtube.com/girlscoutvideos

Recipes: From S'mores® Campfire Cupcakes to Do-si-dos® Peanut Thai Chicken, you can find tasty and creative recipes at www.littlebrownie.com/cookies.

Photographs: Photos of cookies, cookie boxes, theme clipart, logos and images of girls selling cookies are available for free download at www.littlebrownie.com/clipart.



Fried Samoas® Shrimp

Ready in 30 minutes
Makes 5 shrimp



What you need

Ingredients

- 5 extra-large shrimp, peeled and de-veined
- 5 Samoas® Girl Scout Cookies®, finely chopped
- 2 cups seasoned bread crumbs
- 2 cups flour
- 1 cup coconut flakes
- 4 egg whites
- 1 pinch cayenne pepper
- 1 lime for garnish
- Vegetable or peanut oil for frying

Equipment

- 2 medium sized bowls
- Deep fryer or large frying pan

Directions

- 1. Make breading:**
Toss coconut flakes with bread crumbs, cayenne pepper and chopped Samoas Girl Scout Cookies®.
- 2. Coat the shrimp:**
Dredge shrimp through flour, followed by egg whites and Samoas Girl Scout Cookies® mixture.
- 3. Cook:**
Fry shrimp in vegetable oil at 350° until golden brown.
- 4. Final touches:**
Garnish with coconut flakes and lime wedges and serve warm. Arrange in a star pattern on a salad plate, or on a bamboo skewer with tropical fruits. Can be served as an appetizer, in a salad, or as an entrée. If serving as an entrée accompany with fried plantains and wild rice.



Trefoils® Cheesecake Cup

Ready in 30 minutes
Makes 8 servings



What you need

Ingredients

- 1 box Trefoils® cookies
- Instant cheesecake pudding mix (check box for extra ingredients)
- 12 oz. softened cream cheese
- Sliced strawberries for garnish
- Chocolate syrup

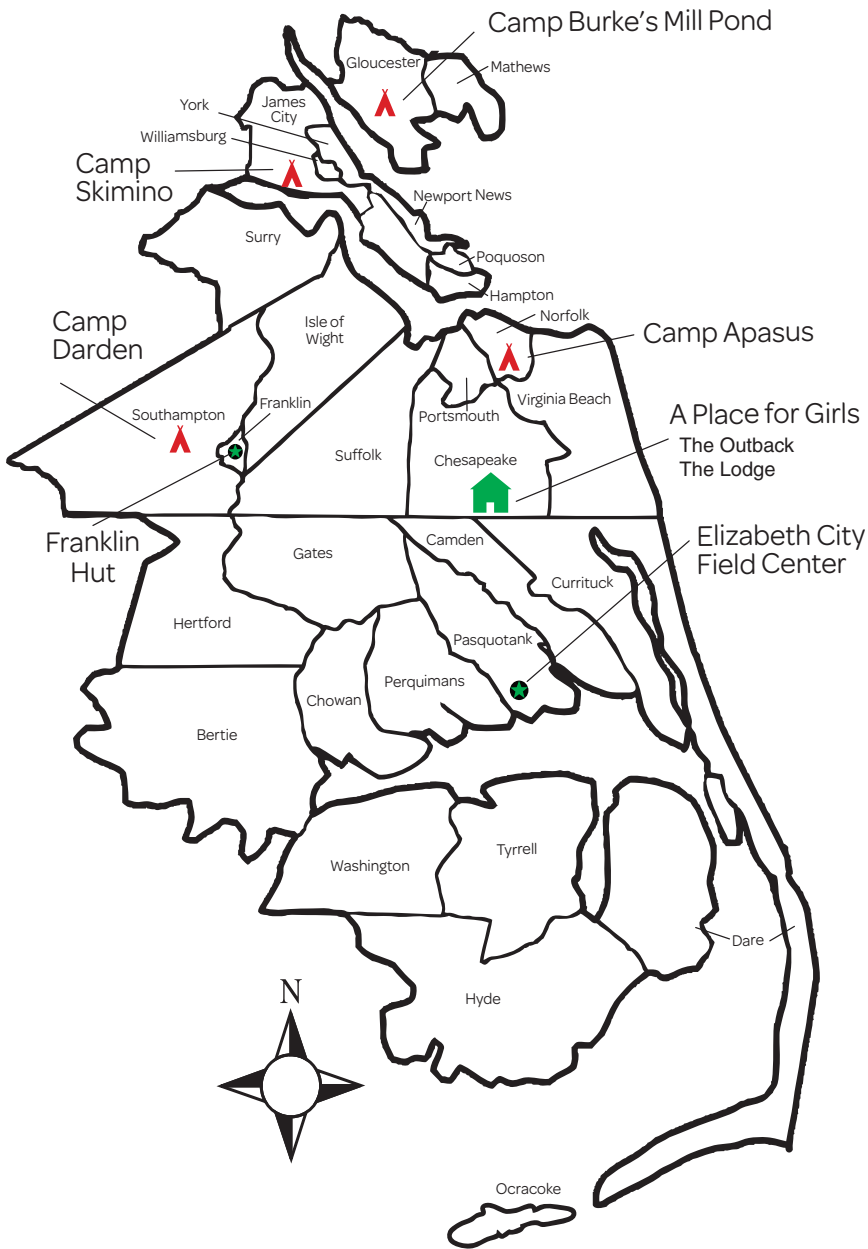
Equipment

- Mixing bowl
- Baking spatula
- Large glass serving cup

Directions

- 1. Prepare cheesecake base:**
Mix softened cream cheese and cheesecake pudding in a large mixing bowl until smooth.
- 2. Assemble layers in glass serving cup:**
Crush half box of Trefoils. Layer crushed cookies and cheesecake base in a cup and repeat layering of ingredients.
- 3. Garnish and serve:**
Garnish with sliced strawberries (or your favorite berries) and 2 full Trefoil cookies. Drizzle with chocolate syrup and enjoy!





Who We Are:

From kindergarten through 12th grade Girl Scouts gain important skills in areas that form the foundation of the Girl Scout Leadership Experience. Creating connections with Girl Scouting is at the heart of what we do and this year was a testament to that commitment. With every troop meeting held, every service project completed, and every badge earned, our youth members are shaping their futures through the power of Girl Scouts.



Find it on GSCCC's Cookie page!

- Explore the cookie flavors
- The five skills Girl Scouts learn
- Philanthropic Reward
- Find cookies, just enter your zip code
- Cookie seller resources



Visit our Cookie page at
www.gsgcc.org/cookies



2025 Cookie Classic Run!

Saturday, January 18, 2025 • Time: 9 a.m.

**Location: Great Dismal Swamp Canal Trail
Chesapeake, VA**

Run/walk the trail or be a virtual runner! T-shirts, goodie bags and more! 5K and 10K finishers receive a medal and special gift.

For all the details visit:
www.gsgcc.org/cookieclassic

