



## FOR IMMEDIATE RELEASE

### **GIRL SCOUTS OF HAWAI'I KICKS OFF 2021 COOKIE SEASON, INNOVATES FOR CHALLENGING TIMES**

*Local troops selling Thin Mints<sup>®</sup>, Tagalongs<sup>®</sup>, Samoas<sup>®</sup> and more in safe, creative, and contact-free ways*

**HONOLULU** (January 12, 2021) – Girl Scouts of Hawai'i is kicking off annual Girl Scout Cookie season with reimagined sales methods to keep themselves and customers safe. In light of the COVID-19 pandemic, Girl Scouts are adapting their sales methods to continue sharing the joy of Girl Scout Cookies across the islands, including a new, nationwide collaboration with Grubhub for contact-free pick-up and delivery. Girl Scouts have been engaged with pre-sales to family and friends since January 2 in preparation for cookie arrival in February.

Starting on Monday, February 1, 2021, customers can use the Girl Scout Cookie Finder online at [www.gshawaii.org](http://www.gshawaii.org) to purchase their favorite cookie flavors from local troops. Customers can opt to have the cookies shipped directly to their doorstep or purchase cookies for troops to donate to local organizations.

“As the world’s largest girl-led entrepreneurial program, we are constantly providing opportunities for our girls to enhance their personal and business skills, which build their character and courage,” said Shari Chang, chief executive officer of the Girl Scouts of Hawai'i. “These challenging times inspire troops to think outside of the box to boost cookie sales, which support their efforts to make a difference in our community.”

#### **Innovative Girl-led Sales Methods**

The Girl Scout Cookie Program has long taught girls how to run a business through in-person booths, door-to-door activities, and the Digital Cookie<sup>®</sup> online platform. As a response to the disruption of 2020 season sales due to the COVID-19 pandemic, Girl Scouts of Hawai'i quickly pivoted their sales methods to include virtual cookie booths, facilitating direct to home shipping porch drop-offs and a partnership with City Mill. Girl Scouts as young as five years-old are continuing to embrace their entrepreneurial spirit while staying connected to their communities and have fun by participating in the cookie program. All proceeds from each and every purchase stay with Hawai'i troops to power Girl Scouts essential leadership programming.

#### **Ordering Through Delivery Platform Grubhub**

This season, Girl Scouts of Hawai'i 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. In Hawai'i, consumers can order Girl Scout Cookies for pickup or delivery on [Grubhub.com](http://Grubhub.com) or the Grubhub app. A hands-on experience in managing e-commerce, Hawai'i Girl Scouts will track and fulfill orders, manage inventory, and more, all using Grubhub's back-end technology. This method will be available on Oahu, Maui, and Kauai starting on February 19, 2021. As always, the proceeds benefit Girl Scouts of Hawai'i troops while providing another innovative way to safely run the cookie program virtually. Grubhub is waiving all fees for the organization to make this new delivery option feasible for sales without reducing troops'

proceeds. For more details on available delivery and pickup locations and times, check the Girl Scout Cookie Finder at [www.gshawaii.org](http://www.gshawaii.org) or the GrubHub app.

### **Online Ordering Available February 1**

Starting on February 1, customers who do not personally know a can enter their zip code into the Girl Scout Cookie Finder at [www.gshawaii.org/cookies](http://www.gshawaii.org/cookies) to find and purchase from a local troop; customers can also choose to have their orders shipped directly to them or donate to a Hawaii organization. This additional contact-free method supports local girls while keeping their safety and skill building top of mind.

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

Girl Scout Cookie season is recognized in Hawai'i from February 19, 2021 through March 28, 2021. Consumers can support Girl Scouts by purchasing Thin Mints®, Samoas®, Tagalongs®, and more in a few different ways:

- If you know a registered Girl Scout, reach out to her to find out how she's selling cookies right now.
- Beginning February 1, enter your zip code into the Girl Scout Cookie Finder at [www.gshawaii.org](http://www.gshawaii.org) to purchase from a local Girl Scout troop online for shipment to your door or to donate cookies to first responders and local causes.
- Beginning February 19, you can also use the Girl Scout Cookie Finder to find a booth location nearest to you. In addition to cookie booths in front of some of your favorite stores, be on the lookout for drive-thru cookie booths statewide. Girls will be selling cookies in ways that meet all local and state safety protocols.
- Visit [www.grubhub.com/food/girl\\_scouts](http://www.grubhub.com/food/girl_scouts) to order via contact-free delivery or pick-up from Grubhub on Oahu, Maui, and Kauai starting February 19, 2021. Note: delivery service may not be available in all areas.

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### **About Girl Scouts of Hawai'i**

Supporting over 5,000 girl and adult members statewide, the Girl Scouts of Hawai'i (GSH) builds girls of courage, confidence, and character to make the world a better place. GSH's headquarters is located on the island of O'ahu, with three neighbor island service centers on the islands of Hawai'i, Kaua'i and Maui. GSH is chartered by the national office, Girl Scouts of the USA (GSUSA) and is responsible for the leadership, administration and supervision of Girl Scout programs in the State of Hawai'i. For more information about GSH, visit [www.gshawaii.org](http://www.gshawaii.org) or call (808) 595-8400.

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