



**FOR IMMEDIATE RELEASE**

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**GIRL SCOUTS OF HAWAII LAUNCHES 2020 GIRL SCOUT COOKIE SEASON  
WITH NEW COOKIE AND NEW PACKAGING**

*World's largest girl-led entrepreneurial program has two sweet new ways to celebrate young female leaders.*

**HONOLULU** (Jan. 21, 2020) – Girl Scouts of Hawai'i has launched the 2020 [Girl Scout Cookie](#)™ season, when Girl Scouts across the Island become entrepreneurs as they earn money to power their own leadership opportunities and adventures. This season, Girl Scouts announces two sweet new ways to celebrate young female leaders: refreshed packaging reflecting the amazing experiences cookie earnings make possible for girls, and a new lemon cookie.

“As the largest girl-led entrepreneur program in the world, the Girl Scout Cookie Program encourages our girls to grow in confidence and to use their cookie earnings to better not only themselves, but also their communities,” said chief executive officer Shari Chang. “All proceeds raised through Girl Scout of Hawai'i's Cookie sales stay in Hawai'i, and are used to support troop projects that make our community and our world a better place.”

Girl Scout Cookies can only be purchased from a registered Girl Scout, who currently taking pre-orders. Cookie order deliveries and booth sales being on Friday, Feb. 22. To find Girl Scouts selling cookies near you, visit [www.gshawaii.org](http://www.gshawaii.org) or use the official Girl Scout Cookie Finder app, free on [iOS](#) and [Android](#) devices.

The Girl Scout Cookie Program® teaches girls about entrepreneurship as they have fun learning essential skills like money management, public speaking, and decision making, which set them up for a lifetime of success. Nine in ten [Girl Scouts say](#) the cookie program has built their entrepreneurship skills and their interest in pursuing entrepreneurship as a career path—so every cookie purchase is an investment in the world-changing business leaders of tomorrow. What's more, each and every purchase stays local to power amazing experiences and leadership opportunities for girls in communities across the United States.

The refreshed Girl Scout cookie packaging (with the same great taste!) continues to emphasize what the cookie program is all about, and the updated images feature current Girl Scouts taking part in a diverse range of experiences available to members—from adventure-packed camping and canoeing, to exploring space science and designing robots, to taking action to improve their communities. Every purchase of Girl Scout Cookies makes experiences like these possible for girls in Hawai'i.

The new Girl Scout Cookie is [Lemon-Ups](#)™, a crispy lemon cookie baked with messages inspired by Girl Scout entrepreneurs. “I am a go-getter” and “I am an innovator” are among the eight phrases that bring the experience of Girl Scouting to life. The new cookie joins the national 2020 lineup, which also includes favorites such as Thin Mints®, Samoas®, and Trefoils®.

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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.