



Girl Scouts of Southern Illinois

Corporate Service Center

4 Ginger Creek Parkway

Glen Carbon, Illinois 62034

618-692-0692

www.gsofsi.org

News Release

Release #12102009

Date: Dec. 14, 2009

Contact: Jay Strobel jstrobel@gsofsi.org

Tricia Higgins thiggins@gsofsi.org

Girl Scout Cookie Sale a Tremendous Success

10,760 girls sell 1,073,320 boxes of cookies

Glen Carbon, Illinois -- The 2009 Girl Scout Cookie Sale was a tremendous success as 10,760 girls sold 1,073,320 boxes of the delicious treats. And, with a massive sale of 1,204 boxes of Girl Scout cookies, Rita Nasello from Alton earned the title of Girl Scouts of Southern Illinois' "Top Cookie Seller."

This marks the third year in a row that Rita has been the top cookie seller. During the previous two years, Rita sold 1,104 boxes and 714 boxes respectively. Rita credits her success to a lot of hard work, perseverance and a never give up attitude. For selling over 1,000 boxes of cookies, Rita received a Nintendo DS.

"Selling Girl Scout cookies is fun!" said Rita. "I never give up, I go door-to-door and if people are not home I keep going back...I am very persistent," the super seller said. Rita also shared that she didn't let all of the rain slow her down during this year's sale. "No matter how wet I got I just kept going and going and going," Nasello added.

"We are so pleased with this year's cookie sale and the great job that Rita and all of our girls did in selling Girl Scout cookies," said Villie M. Appoo, GSSI Chief Executive Officer. "The annual Girl Scout Cookie Sale is a wonderful program for girls where they learn many important skills like customer service, inventory control, sales and working together in teams. I am so proud of our girls, their adult mentors and of course all of the parents who helped their daughters during the 2009 Girl Scout Cookie Sale," Appoo added.

Girl Scout Cookie Sale proceeds help the Girl Scouts of Southern Illinois:

- Recruit and train adult volunteers
- Provide financial assistance so Girl Scouting is available to all girls
- Improve and maintain camp properties
- Develop and deliver extensive program activities for girls

Girl Scouts and cookies share a rich history. While recipes and box designs have changed over the years, selling cookies remains an important part of today's Girl Scout program. The activity of selling cookies is directly related to the Girl Scouts' purpose of helping all girls reach their full potential and helping them become strong, confident and resourceful citizens. All cookie proceeds stay right here in GSSI.

Many successful businesswomen today say that got their start selling Girl Scout Cookies. During cookie activities, girls are members of a team working toward a common goal, with each girl striving to do her best.

The Girl Scouts of Southern Illinois became operational on October 1, with the successful merging of the Girl Scouts of River Bluffs and the Girl Scouts of Shagbark councils. GSSI is a high-capacity Girl Scout council serving approximately 16,000 girls and 4,800 adult volunteers in 40 ½ counties in southern Illinois. This restructuring is part of a national Girl Scouts of the USA initiative to create councils that are well equipped to provide compelling, contemporary and relevant experiences that meet the needs of girls in today's fast-changing world.

Girl Scouting has inspired more than 50 million girls and women since its founding in 1912. As we approach the 100th anniversary of Girl Scouting, councils nationwide are joining in a historic organizational transformation centered around the best leadership development experience for girls in the 21st century, while ensuring the traditions and values that have been core to Girl Scouting since its beginning remain strong and relevant.

The Girl Scouts of Southern Illinois is a not-for-profit organization supported by various United Ways throughout the region. The Girl Scouts is a Proud Partner of United Way.

For more information, please call Jay Strobel at (618) 692-0692 or Tricia Higgins at (618) 242-5079.

The Girl Scout Mission: Girl Scouting builds girls of courage, confidence, and character who make the world a better place.

Check us out at: www.gsofsi.org

-- 30 --



Proud Partner