



## Girl Scouts Announce Cookie Palooza Pop-Up Sale This Saturday

New Mexico United, Dion's among organizations to partner for one-day sale to benefit New Mexico Girl Scouts

### FOR IMMEDIATE RELEASE

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**ALBUQUERQUE, NM** (April 15, 2021) — Girl Scouts of New Mexico Trails is teaming up with New Mexico United, Dion's, and Electric Playhouse for **Cookie Palooza**, a pop-up Girl Scout Cookie sale at several locations across the metro area. For one day only, cookie cravers will have a final chance to stock up on their favorite cookies before they're gone for the year.

"With our public health orders, Girl Scout troops had to scale back on how and where they were able to sell cookies," said Girl Scouts of New Mexico Trails CEO Rebecca Latham. "It was impressive to see how the girls adapted to be Covid-safe, but thousands of New Mexicans were left without an easy way to find their favorite cookies and support their local Girl Scouts."

Each spring, New Mexico Girl Scouts sell cookies as part of the nation's leading financial literacy and entrepreneurial program for girls. All proceeds from the Girl Scout Cookie Program stay local, allowing girls and their troops to earn money for travel, summer camp, and educational activities. Girl Scouts of New Mexico Trails also relies on the cookie program to provide scholarships for girls in New Mexico. With so many families facing financial uncertainty, this initiative is more critical than ever.

"We still have approximately 22,000 unsold boxes of Girl Scout Cookies," said Latham. "Without support from our community and treasured organizations like New Mexico United, Dion's, and Electric Playhouse, our ability to provide scholarships and assistance for hundreds of volunteer-led troops in our council would be significantly impacted."

"As we work our way toward a hopeful end to this pandemic we must all work together to ensure that the next generation carries us through whatever challenges the world may throw at us," said New Mexico United President/CEO Peter Trevisani. "These girls are the future leaders of our communities, and we are honored to play even a small part in empowering them."

"Youth development is a long-time focus of Dion's and we're proud to support the important mission of Girl Scouts of New Mexico Trails," Dion's CEO Mark Herman said. "I have no doubt our customers will be excited for the opportunity to buy some cookies and give back at the same time."

Girl Scout Cookie fans can find Cookie Palooza pop-up booths at the following locations **on Saturday, April 17:**

- New Mexico United Preseason Match #3 at Mesa Del Sol Training Facility (9:00 am – 1:00 pm)
- Girl Scouts of New Mexico Trails Headquarters, 4000 Jefferson Plaza NE (10:00 am – 4:00 pm)
- Electric Playhouse, Coors/Ouray (1:00 pm – 5:00 pm)

- Dion's at Cottonwood Mall (1:00 pm – 5:00 pm)
- Dion's at Paseo del Norte/Wyoming (1:00 pm – 5:00 pm)
- Dion's at Academy/Wyoming (1:00 pm – 5:00 pm)
- Pei Wei Park at Louisiana/America's Parkway south of Coronado Center (1:00 pm – 5:00 pm)

Each of the Girl Scout Cookie flavors will be available, but supplies are limited. Girl Scout Cookies are \$5.00 per box or \$60.00 per case, and credit/debit cards are the preferred payment method.

In addition to Cookie Palooza, Girl Scouts are collecting donations to deliver cookies to Hometown Heroes. This program gives individuals and businesses a way to thank New Mexicans who are working to make their communities a better place. Each \$5.00 donation buys one box of cookies for healthcare workers, vaccination site volunteers, first responders, law enforcement, US military serving in New Mexico, food banks, or educators. Make donations at [NMGirlScouts.org](http://NMGirlScouts.org) **through April 30.**

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**Photos/B Roll/NM United Player Promos/Girl Soundbites courtesy of Girl Scouts of New Mexico Trails can be found [here](#).**

**About Girl Scouts of New Mexico Trails:** With offices in Albuquerque, Santa Fe, Farmington, and Clovis, Girl Scouts of New Mexico Trails serves approximately 5,000 girls and adults across Central and Northern New Mexico. The council serves these 23 counties: Bernalillo, Catron, Cibola, Colfax, Curry, De Baca, Guadalupe, Harding, Los Alamos, McKinley, Mora, Quay, Rio Arriba, Roosevelt, San Juan, San Miguel, Sandoval, Santa Fe, Socorro, Taos, Torrance, Union, and Valencia. Girl Scouts of New Mexico Trails is an independent 501(c)3 organization who, in partnership with Girl Scouts of the USA and more than 110 other Girl Scout councils, work to build girls of courage, confidence, and character, who make the world a better place.

**About the Girl Scout Cookie Program:** Now in its 104<sup>th</sup> year, the Girl Scout Cookie Program is the nation's leading financial literacy and entrepreneurial program for girls. Buying Girl Scout Cookies is about more than just handing over money for a box of cookies. It's about the skills a girl gains from interacting directly with customers and the experience of running her own cookie business. Selling cookies teaches goal setting, decision-making, money management, people skills and business ethics—aspects essential to leadership, success and life. Each box of Girl Scout Cookies sold by Girl Scouts of New Mexico Trails costs \$5.00, with all proceeds staying local to benefit girls in the council's 23 counties.