



**Girl Scouts of
Southern Alabama**

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Celebrating 100 Years of Girl Scouting

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Girl Scouts Go High-Tech

December 15, 2011—Girl Scouts of Southern Alabama is preparing for the annual Girl Scout Cookie Sale, which begins on January 1, 2012. With 2012 being the 100th year of Girl Scouting, Girl Scouts of Southern Alabama has taken a new approach to increase its success in cookie sales, by adding new, high tech methods for consumers to use in order to get cookies.

Girl Scout cookies are now just an app away. The Cookie Finder app uses phone's GPS to find cookie sales nearby. Results can be shared with friends and the app even allows users to vote for their favorite Girl Scout Cookie. The Cookie Finder App is free and compatible with the iPhone and iPod Touch.

With the world going digital, many people don't carry cash. That's no longer a problem. At select locations, troop leaders with smart phones can swipe credit or debit cards using an Intuit device and an app called Go Payment. Money for the cookies goes directly to the troop and receipts for purchases are emailed automatically.

Besides, high tech apps, Girl Scouts of Southern Alabama is using social media to help further promote and inform patrons about cookies. Social media outlets to be used include Facebook, Twitter, and the council's blog site, all of which will host information from local Girl Scouts.

With all of its new gadgets and technology, Girl Scouts of Southern Alabama's staff is sure that this year's sale will be as successful as ever. "All of the new technology, especially the Intuit device, will help to make sales easier for troops and customers," Chris Shavers, director of merchandising, said. "We're hoping to reach our goal and help girls learn to use social media responsibly, as we bridge into a new century."

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