



Year of Yum! 2025 Promotion

Participation Requirements & Fact Sheet



THIS PROMOTION IS ONLY VALID FOR COOKIES PURCHASED AT COOKIE BOOTHS. Any troop participating in a Girl Scouts of Southeastern Michigan approved cookie booth between February 14 - April 7, 2025, can participate in this promotion.

When a customer purchases at least five (5) boxes of cookies from your booth, please give them a “Year of Yum! Cookies for a Year!” entry card so they can enter the contest at www.gssem.org/yum.

Girl Scouts may ONLY give the official entry card to qualifying customers. If you run out of the entry cards provided in this packet, you can download and print the template found at www.gssem.org/csr.

Please do NOT collect entry cards at your booth; customers must sign up for the contest online.

Troops should have a copy of the official Year of Yum! rules at their booth at all times. They may also be accessed at www.gssem.org/yumrules.

Customer purchase is encouraged, but it’s not necessary to enter. If someone approaches you and asks for an entry card, please give them one.

If you have additional questions about this promotion, please email GSSEM’s Marketing & Communications department at communications@gssem.org.



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