

## PRESS RELEASE

### FOR IMMEDIATE RELEASE

**MEDIA NOTE:** *Want to include Girl Scouts in your National S'mores Day coverage?* Schedule interviews and appearances with local Girl Scouts by contacting Melanie Glover, [mglover@girlscoutsla.org](mailto:mglover@girlscoutsla.org).

### **ON NATIONAL S'MORES DAY, AUGUST 10: THINK GIRL SCOUT TRADITIONS** **First-ever recorded recipe of s'mores was published in 1927 Girl Scout handbook**

**LOS ANGELES, Aug. 8, 2013** – Saturday, August 10, 2013 is National S'mores Day! S'mores—the ooey, gooey confection of roasted marshmallow and chocolate bar between two crisp graham crackers—are synonymous with summer, camping and, perhaps most of all, Girl Scouts.

Girl Scouts is a youth leadership organization that, while progressive, is steeped in tradition. S'mores is just one of the many sweet spots in Girl Scout's 100-year history! The oldest published recipe of s'mores (originally called Some More) appeared in the *Tramping and Trailing with Girl Scouts* handbook in 1927. S'mores recipes remained in various Girl Scout publications until at least 1971.

More than 3,400 girls at Girl Scouts of Greater Los Angeles' four camp sites this summer can attest to the connection of s'mores and Girl Scout sisterhood. Girls go to camp every summer to experience independence, nature, leadership, new friends, camp fires, and freedom.

When a girl joins Girl Scouts, she joins a group of 3.2 million active members and 59 million alumnae across the nation—all with memories of shared experiences like camp fires. Girl Scouts of Greater Los Angeles makes every effort to ensure that all girls have a chance at creating such memories by giving "camperships" to girls who might not be able to afford camp. Camperships are made possible through community donations. Those interested in supporting camp programs can visit [www.girlscoutsla.org](http://www.girlscoutsla.org) for more information.

#### **S'more fun Girl Scout traditions that inspire sisterhood and friendship:**

**SWAPS:** An acronym for "Special Whatchumacallits Affectionately Pinned Somewhere." These quirky hand-crafted pins are collected and *swapped* with other Girl Scout troops, and were made popular in the '50s and '60s at national Girl Scout Round-Up camps. (Miniature s'mores pins are popular SWAPS!)

**Outdoor cooking:** The Girl Scout camp cooking experience is not limited to a gas or propane stove. Many troops use Dutch ovens, box ovens, and solar cooking techniques—sometimes to make s'mores! There have been numerous solar cooking-related badges since Girl Scouts' inception—now, middle school-age Girl Scouts do solar cooking activities to learn about global warming.

**Sit-upons:** A lightweight pad or mat used when sitting on the floor. Girl Scouts sew two pieces of fabric together, stuff it, and then attach a strap to carry the mat with them—perfect for sitting around a fire at camp.

#### **About Girl Scouts of Greater Los Angeles**

Girl Scouts of Greater Los Angeles serves more than 43,000 girls in partnership with more than 25,000 volunteers throughout the diverse communities of Los Angeles County and parts of Kern, San Bernardino, and Ventura counties. The council's programs engage girls in the areas of Leadership, Arts & Culture, Business Smarts, Environment & Outdoor Adventure, STEM (Science, Technology, Engineering, Math), and Wellness & Healthy Living. To join, volunteer, reconnect, or support, visit [www.girlscoutsLA.org](http://www.girlscoutsLA.org) or call 1-888-GSGLA-4-U.