

# 1917

## First Recorded Cookie Sale

*Innovative Girl Scouts of the Mistletoe Troop in Muskogee, Oklahoma, bake and sell cookies to support service projects in the first known cookie sale.*



# 1922

## A Recipe and a Business Plan

*The Girl Scout "Sugar Cookie" recipe, and a business plan, is first published in The American Girl magazine.*



# 1924

## Babe Ruth Pitches in to Sell Cookies

*Girl Scouts hold "Million Cookie Drive" with baseball legend Babe Ruth's participation during the World Series.*



# 1925

## A Tasty Campfire Tradition is Born

*The Girl Scout recipe for the yummy treat known as "Some Mores" (or S'mores) is first published in an issue of the Girl Scout Leader.*



# 1933

## It's Official: Cookies Power New Skills

*Girl Scouts in Philadelphia bake cookies and sell them in the city's gas & electric company windows—and gain essential life skills in the process.*



# 1935

## I'll Take a Box of Trefoils, Please!

*The Girl Scout Federation of Greater New York first sells commercially baked cookies—buying its own industrial cookie cutter in the shape of a trefoil and using the name "Girl Scout Cookies" on the box.*



# 1936

## Increasing Demand Drives Changes

*When girls can no longer meet dramatically increasing demand, commercial bakers are enlisted—and more consistent packaging is developed.*



# 1939

## Mmm...Chocolately, Minty Goodness

*Chocolate mint cookies named Cookie-Mints are first sold by Girl Scouts.*



# 1944

## No Cookie Ingredients? No Problem!

*Girl Scouts are unstoppable: When shortages during World War II made it impossible to bake and sell cookies, Girl Scouts just sold calendars instead!*



# 1952

## Cookies Help Break Down Racial Barriers

*Ebony magazine reports that even in the South, "...[Girl] Scouts were making slow and steady progress toward surmounting the racial barriers of the region."*



# 1962

## A Stamp of Appreciation

*The U.S. Postal Service introduces the four-cent first-class Girl Scout stamp in honor of the 50th anniversary of Girl Scouting.*



# 1969

## 3...2...1... Blast Off!

*More than 100 Girl Scouts are special guests of NASA at the launch of Apollo 12 at Cape Kennedy (Cape Canaveral), Florida.*



# 1970



**A Big Hug for Mother Nature**

Girl Scouts celebrate the first Earth Day—and launch environmental action programs and new cookie packaging featuring outdoor activities.



# 1992



**Cookies in Orbit—Still Yummy!**

Girl Scout alumna Jan Davis, the first woman to be a space shuttle commander, takes Girl Scout Cookies into space aboard the Space Shuttle Endeavour.



# 1994



**More Cookie Choices**

Girl Scout product innovation keeps pace with consumer trends, with the introduction of new low-fat and sugar-free cookie varieties.



# 1997



**Got Cookies?**

Girl Scouts in California give new meaning to “milk and cookies”—and learn the business of advertising—by joining the popular “Got Milk?” advertising campaign.



# 2001



**Giving Back to Those Who Keep Us Safe**

“Gift of Caring” project launches to send donations of Girl Scout Cookies to United States military personnel around the world.



# 2010



**It's Not Just About Cookies!**

GSUSA formalizes “the 5 Skills” girls gain when they participate in the annual Girl Scout Cookie sale: goal setting, decision making, money management, people skills, and business ethics.



# 2010



**Making the World a Better Place**

After a devastating earthquake hits the island of Haiti, Girl Scouts do their part in the relief effort by sending care packages to survivors.



# 2011



**Helping Others Comes Naturally**

Girl Scouts from Iowa use their cookie earnings and their awesome STEM skills to create a prosthetic hand device for a three-year-old in their community.



# 2012



**A Silver Lining to Disaster**

Girl Scouts use proceeds from cookie sales to give back after Hurricane Sandy. From Brooklyn to New Hampshire to southwest Texas, girls pitch in to help those in need. What an inspiration!



# 2013



**Hurray! It's Girl Scout Cookie Day!**

The first National Girl Scout Cookie Day engages girls and consumers nationwide. What a great way to share the fun and excitement of the Girl Scout Cookie Program with everyone!



# 2016



**And the Winner Is...**

Girl Scout Cookies make a surprise appearance at the Oscars® ceremony and get a boost when an image of Leonardo DiCaprio enjoying a cookie at the ceremony goes viral.



# 2017



**OMG! New Girl Scout Cookies!**

America celebrates 100 years of Girl Scouts selling cookies with two new s'mores cookies. Marshmallowy, chocolatey, graham-crackery cookie goodness in every bite!

