

The Most Amazing Experiences Start with Cookies!

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

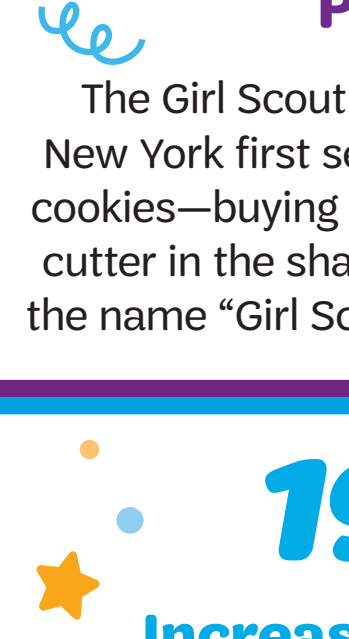
The Girl Scout “Sugar Cookie” recipe and a business plan for cookie sales are first published in *The American Girl* magazine.



1924
Babe Ruth Pitches In to Sell Cookies

Girl Scouts hold the “Million Cookie Drive” and baseball legend Babe Ruth participates 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.

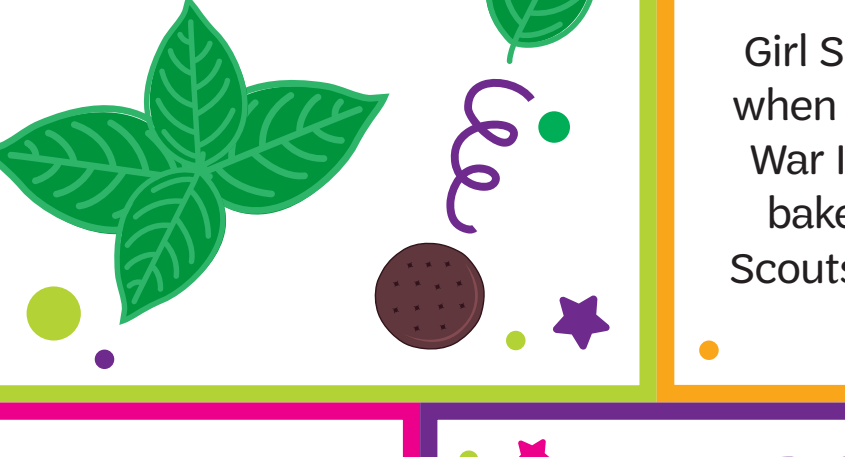
1935
I’ll Take a Box of Trefoils, Please!

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.

1937
Momentum Builds Nationwide

Girl Scout Cookie sales reach a record-breaking milestone when 125 councils hold their own cookie sales—and launch a nationwide movement in the process.

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 Cooky-Mints are first sold by Girl Scouts.



1944
No Cookie Ingredients? No Problem!



Girl Scouts are unstoppable: when shortages during World War II make it impossible to bake and sell cookies, Girl Scouts sell calendars instead! Brilliant!

1951
Let’s Go to the Mall!

As the American population becomes less urban, Girl Scouts add suburban shopping malls to traditional door-to-door cookie sales. Talk about finding your market!

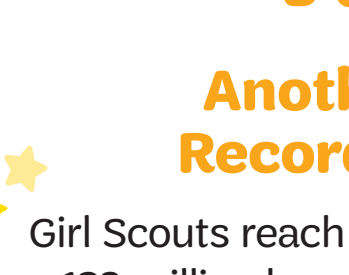
1952
Cookies Help Break Down Racial Barriers

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.



1961
First Cookies, then Camp

The slogan “Cookie money is camping money” emphasizes how Girl Scouts increasingly use cookie earnings to experience and embrace the outdoors.



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.



1975
Another Cookie Record Crumbles

Girl Scouts reach a new milestone and sell 123 million boxes of Girl Scout Cookies. Wow!

123,000,000

1978
It’s a Bird! It’s a Plane! It’s...



Girl Scouts are “rescued” in a scene from *Superman: The Movie*. The scene didn’t make the cut—after all, in real life, the Girl Scouts would probably be doing the rescuing!

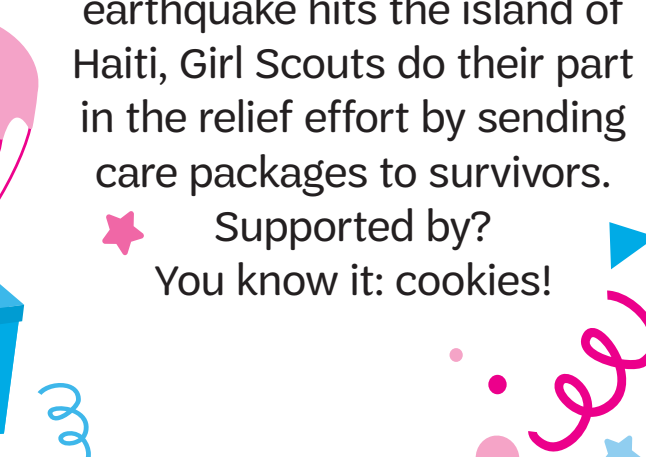
1984
Thinking Outside the Box

Special “gift samplings” of select Girl Scout Cookies are sold in unique decorative tins and, for the first time, Girl Scout flavors are licensed to commercial enterprises.



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.



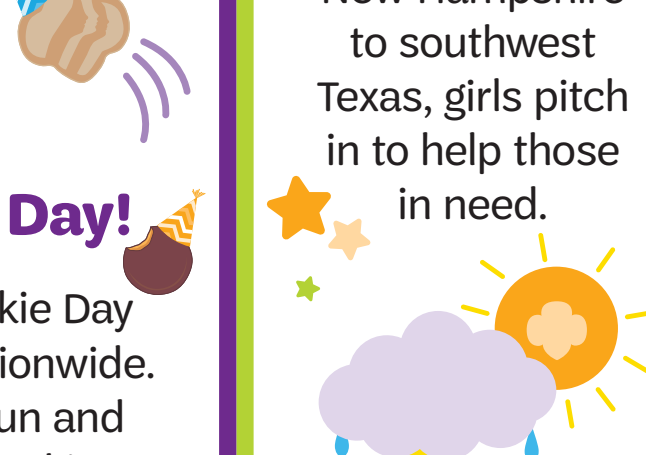
1994
More Cookie Choices

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



1996
Going for the Gold

Hard work really pays off when Girl Scouts from Maryland use their cookie earnings to travel to the Summer Olympics in Atlanta, Georgia.



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.



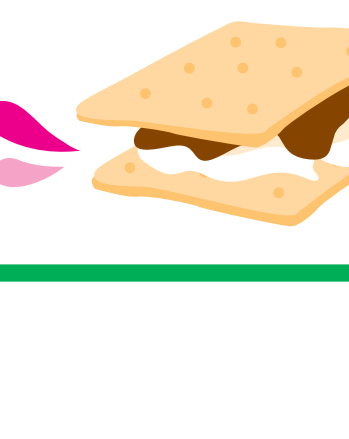
2001
Giving Back to Those Who Keep Us Safe

Troops launch Cookie Donation projects to send Girl Scout Cookies to United States military personnel around the world.



2005
Cookies, Cookies Everywhere!

Girl Scout Cookie licensing expands, and cookie flavors start making their way into ice cream—and eventually items like coffee creamer, cereal bars, and other products—as a way to help fuel new adventures for girls.



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. Supported by? You know it: cookies!

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. What an inspiration!

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.

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!

2014
Cookies with a Click

The revolutionary Digital Cookie platform launches as the largest multichannel business run by girls, allowing consumers to buy Girl Scout Cookies online for the first time.

2015
Now That’s an Awesome Campout!

Girl Scouts camp out, go rock climbing on the White House lawn, stargaze with NASA astronauts, and sing campfire songs with President Barack Obama and First Lady Michelle Obama. Whoa!

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, chocolately, graham-crackery cookie goodness in every bite!

