

2017-J475

Senate Resolution No. 475

BY: Senator JACOBS

COMMENDING the Girl Scouts of Western New York
upon the occasion of celebrating 100 years of
selling Girl Scout cookies

WHEREAS, From time to time this Legislative Body takes note of certain extraordinary organizations it wishes to recognize for their valued contributions to the success and progress of society and publicly acknowledge their endeavors which have enhanced the basic humanity among us all; and

WHEREAS, Attendant to such concern, and in full accord with its long-standing traditions, this Legislative Body is justly proud to commend the Girl Scouts of Western New York upon the occasion of celebrating 100 years of selling Girl Scout cookies; and

WHEREAS, The celebration of 100 years of Girl Scouts selling cookies will kick into high gear during National Girl Scout Cookie Weekend 2017; Girl Scout councils around the country will be hosting events and cookie booths from Friday, February 24, to Sunday, February 26, 2017; and

WHEREAS, On Sunday, March 12, 2017, various buildings and structures across nine counties in Western New York, such as the Peace Bridge, will be lit in Girl Scout green in celebration of the 100th Anniversary and Girl Scouts' birthday; and

WHEREAS, A century ago, girls started participating in the Girl Scout Cookie Program which has evolved into one of the largest entrepreneurial training programs for girls in the world; and

WHEREAS, The first known sale of cookies by Girl Scouts occurred in 1917, when the Mistletoe Troop in Muskogee, Oklahoma, baked cookies and sold them in its high school cafeteria as a service project; and

WHEREAS, Girl Scout cookies enjoyed support from some iconic figures such as Babe Ruth who promoted the Million Cookie Drive during the 1924 World Series; in 1933, Former First Lady Lou Henry Hoover inspired the first organized national sale of Girl Scout Cookies, and girls used cookie earnings during this time to help communities cope with the debilitating effects of the Great Depression; and

WHEREAS, With the emergence of the internet and rise of ecommerce, girls began to use technology for their sales; and

WHEREAS, In December of 2014, Girl Scouts launched a safe and scalable, electronic addition called Digital Cookie platform; the new online expansion of the Girl Scout Cookie Program provided a platform for girls to market and sell cookies to customers online and via mobile; and

WHEREAS, As the Girl Scouts of Western New York celebrate their 100th anniversary of selling cookies, they look to the future by introducing new products, such as the 2017 S'Mores cookie, and continuing to service their loyal customers; and

WHEREAS, This Legislative Body acknowledges the incredible influence that Girl Scout cookies and its beneficiaries have had on American life and on our World throughout the last 100 years; and

WHEREAS, It is the practice of this Legislative Body that those who enhance the well-being and vitality of their community and have shown a long and sustained commitment to excellence certainly have earned the recognition and applause of all the citizens of this great Empire State; now, therefore, be it

RESOLVED, That this Legislative Body pause in its deliberations to commend the Girl Scouts of Western New York upon the occasion of

celebrating 100 years of selling Girl Scout cookies; and be it further

RESOLVED, That a copy of this Resolution, suitably engrossed, be transmitted to the Girl Scouts of Western New York.