

# Lucky Charms

Magically Delicious Since 1964

John L. Holahan, known as Mr. Cereal, mixed the already popular Cheerios cereal with pieces of circus peanuts marshmallow candy as an experiment that evolved into what we know as Lucky Charms.

Thanks for  
**50**  
MAGICAL  
YEARS



**1975**  
The Blue Diamond is Lucky's first new charm!

**1984**  
A factory mishap, swirls galore!

**1992**  
A Magical Rainbow!

**1995**  
The Blue Diamond is replaced by the Blue Moon

**2004**  
Lucky's Four leaf Clover Hat

**2008**  
Hour Glass

**1964**  
While the charms will evolve over the years, the toasted oat cereal puffs will always stay the same!

**1983**  
The Purple Horseshoe

**1989**  
Happy 25th Birthday, Lucky!  
Red Balloons!

**1994**  
Pot of Gold

**1998**  
A Shooting Star replaces the original Star

**2006**  
Crystal Ball and Sparkling Magic Mirror

**2014**  
Happy 50th!

They're Always After Me Lucky Charms!

-  **BALLOONS POWER TO FLOAT**
-  **SHOOTING STARS POWER TO FLY**
-  **CLOVERS POWER OF LUCK**
-  **MOONS POWER OF INVISIBILITY**
-  **HORSE SHOES POWER OF SPEED**
-  **HEARTS POWER OF LIFE**
-  **RAINBOWS POWER TO TRAVEL FROM PLACE TO PLACE**

