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## MEDIA ALERT

*NOTE: Media is welcome to film and conduct interviews both **during the event** and **during event set-up**. Set-up will happen 7 a.m.–4 p.m. on Friday, Nov. 8 as well as the morning of event, Nov. 9, 6–8:30 a.m. (Event begins at 9 a.m.) Please contact Melanie Glover to schedule pre-interviews with Girl Scouts and volunteers: [mglover@girlscoutsla.org](mailto:mglover@girlscoutsla.org)*

### **LARGEST EXPO IN THE COUNTRY JUST FOR GIRLS SATURDAY, NOV. 9, 2013 AT THE L.A. CONVENTION CENTER Girl Scouts of Greater L.A. inspires thousands of girls at Girltopia: The World of Girl**

**WHAT:** Girl Scouts of Greater Los Angeles is hosting the country's largest expo just for girls on Saturday, Nov. 9, 2013. [Girltopia: The World of Girl](#) is an all-day event all about exploration, empowerment, and Girl Scout spirit! More than 6,000 girls ages 5–18 and their families will converge at the L.A. Convention Center to celebrate girl leadership and have fun learning, creating, and exploring tons of activities related to Girl Scouts' program areas, including leadership, business smarts, environment and outdoor adventure, arts and culture, STEM (science, technology, engineering, math), and wellness and healthy living. Girltopia is also home to a dynamic main stage, an energized SportZone, exciting authors alley, the Barbie® "Be Anything, Do Everything" Experience, Nestlé's Wellville, the *BYOU Magazine* Celebrity Hotspot, and more. New this year is Teen Summit @ Girltopia; an awe-inspiring afternoon leadership conference presented by Deloitte just for girls in grades 6 to 12. Additional support for Girltopia is provided by Little Brownie Bakers, Ralphs/Food 4 Less, Wells Fargo, The Entertainment Software Association (ESA), Ernst & Young LLP, and Toyota.

#### **WHO:**

- **More than 6,000 new and seasoned Girl Scouts and their families** participating in tons of hands-on activities and experiences.
- **Nearly 200 interactive community exhibitors** hosting activities (e.g. archery ranges, obstacle courses, Cookie University, dance contests, demos with professional athletes, etc.)
- Entertainment: **IM5** (boy band) featuring **Diamond White; Arielle** (guitarist); **Mali Nicole; Dara Sisterhen; The Sledge Grits Band** (all-sister rock band, winner of *The Next Great Family Band*); **The Kidz Crewe**, presented by **Debbie Allen**; and more.
- Celebrities: **Olivia Holt** (Disney XD's *Kickin' It*, *Girl vs. Monster*); **Laura Marano** (*Finding Nemo*, *Ice Age 2*, Disney's *Austin & Ally*); **Madison Pettis** (*The Game Plan*, *Teen Nick's Life With Boys*); and many more stars from The Disney Channel and Teen Nick.

**WHEN/WHERE:** **Saturday, Nov. 9, 9 a.m. to 5 p.m.**  
Los Angeles Convention Center in Downtown Los Angeles  
1201 S. Figueroa Street, Los Angeles, CA 90015

#### **EVENT HIGHLIGHTS/B-ROLL OPPORTUNITIES:**

[\(Click here to download the Girltopia 2013 Media Kit, which includes a full schedule of key event moments, map, and quick facts.\)](#)

- Fashion show of wearable electronics (dresses with LED lights, etc.) – 10:30 a.m.
- Opening ceremony featuring a drum-line leading girls through the doors – 9 a.m.
- Toyota driving simulator to engage girls in a safe driving exercise

- Career exploration activity stations in the Barbie® “Be Anything, Do Everything” Village allowing girls to “try on” different career outfits and walk the runway in style
- Entertainment panel with Disney Channel stars discussing self-esteem & empowerment – 12 p.m.
- Outdoor adventure village: indoor archery range & planetarium
- Cookie University: A Girl Scout cookie kick-off area (the size of a professional baseball field!), featuring classic game shows turned “cookie business” themed; 36,000 cookies for sampling!
- LA Kings and LA Galaxy players doing demos & clinics with girls
- Girls programming robots

**FACTS:**

- Hosted by Girl Scouts of Greater Los Angeles, Girltopia is a phenomenal and inspiring one-day expo and conference designed for Girl Scouts ages 5-18, taking place on Nov. 9 at the L.A. Convention Center.
- Girltopia 2013 is the largest event of the year for Girl Scouts of Greater Los Angeles and celebrates all things “girl” through activities aimed at sparking creativity, empowerment, and leadership in thousands of girls and young women.

**About Girl Scouts of Greater Los Angeles**

Girl Scouts of Greater Los Angeles serves more than 40,000 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.

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