

PRESS RELEASE

GIRLTOPIA: WORLD OF GIRL EXPO A GIRL-TASTIC SUCCESS

Girl Scouts hosted the nation's largest girl expo; kick-off Girl Scouts' 100th Anniversary

LOS ANGELES (October 31, 2011) – Girltopia exceeded all expectations as the largest girl-targeted expo in the nation, with more than 12,000 girls and attendees packing the Los Angeles Convention Center on October 29, 2011 for the sold-out event. Hosted by Girl Scouts of Greater Los Angeles (GSGLA) and presented by Toyota, the first-ever Girltopia expo successfully kicked off the local celebrations for Girl Scouts' 100th Anniversary. Girltopia not only provided a fun and unforgettable experience for girls, but also showcased the outstanding Girl Scout offerings that have made the iconic organization relevant for almost 100 years.

The event empowered and encouraged girls to find their voice, speak their mind and be inspired — a take on the Girl Scouts' mission to build girls of courage, confidence and character — and offered Girltopia expo "villages" based on GSGLA's Focus Areas: Arts & Culture; Business Smarts; Environment & Outdoor Adventure; STEM (Science, Technology, Engineering, Math); and Wellness & Healthy Living. Joining presenting sponsor Toyota were village sponsors Mattel, Little Brownie Bakers, THQ and Wells Fargo and workshop sponsors Ernst & Young, Toshiba and Ralphs.

Girltopia also featured inspirational presenters and panelists which included astronaut Barbara Morgan, CNN Tech Guru Mario Armstrong sponsored by Toshiba ExploraVision Michaela Pereira, Secretary of State Debra Bowen, and offered engaging exhibits, fun interactive activities, wonder-filled workshops and special guest appearances by actresses Madison De La Garza (*Desperate Housewives*) and Sammi Hanratty (*The Greening of Whitney Brown*), with musical performances by eleveneleven Records recording artist Savannah Robinson, Ani Hesse, Starz Kids & Family "The Wannabes" cast and Cash Money Records recording artists Savvy, Manika, the Sledge GRITS Band (on the Daisy Rock Guitars stage), recording artists Blush, actor/singer Drew Seeley and Primary Wave/Violator Talent Management recording artist Michael & Marisa.

For more information on other GSGLA 100th Anniversary opportunities, please visit girlscoutsLA.org.

About Girl Scouts 100th Anniversary

Founded in 1912, Girl Scouts will celebrate a century of leadership next year with events happening throughout the US. GSGLA will host a number of centennial celebrations in the Greater Los Angeles area including Girltopia; a float entry in the 2012 Tournament of Roses Parade; a Women of Distinction luncheon honoring former Girl Scout and industry leaders; and a council-wide Camporee. For more information on 100th Anniversary opportunities, visit www.girlscoutsLA.org.

About Girl Scouts of Greater Los Angeles

Girl Scouts of Greater Los Angeles serves 40,000 girls in partnership with 23,000 volunteers from more than 350 diverse communities of Los Angeles County and parts of Kern, San Bernardino and Ventura counties. Girl Scouts of Greater Los Angeles is the largest girl-serving non-profit agency in Los Angeles, and operates seven Service Centers, 14 Program Centers, and four campgrounds spanning 4,000 square miles. To join, volunteer, reconnect or support, visit www.girlscoutsLA.org or call 1-888-GSGLA-4-U.