

PRESS RELEASE

FOR IMMEDIATE RELEASE

EVERYTHING COMING UP ROSES FOR GIRL SCOUTS 100th ANNIVERSARY

Local council unveils Rose Parade® Float entry; Current, former, friends of Girl Scouts invited to “ride.”

LOS ANGELES, OCTOBER 31, 2011 – Looking spectacular for its age, Girl Scouts turns 100 in the year 2012. Local council Girl Scouts of Greater Los Angeles (GSGLA) will start off the centennial year with a float entry in the upcoming Pasadena Tournament of Roses® Parade on January 2, 2012 with the hope that every flower on the float honors a Girl Scout, a former Girl Scout or a Girl Scout supporter. Details of the float and flower campaign are at www.girlscoutsla.org.

The float’s design captures 100 years of Girl Scouting by showcasing the organization’s history and its future with elements of the unlimited opportunities and experiences it has provided to girls for a century. Enveloped by yellow roses, signifying the friendships made in Girl Scouting, the float’s theme of “What Will You Do Today?” echoes the iconic non-profit’s campaign of challenging girls to imagine the possibilities through Girl Scouting.

“For 100 years, Girl Scouts has inspired girls with the ideals of courage, confidence and character and encouraged them to make the world a better place,” said Lise L. Luttgens, Chief Executive Officer of the Girl Scouts of Greater Los Angeles. “In celebration of 100 years of Girl Scouting, this spectacular floral tribute looks back to the beginning and forward to the future of the largest girl-serving organization in the world.”

The float, built by Fiesta Floats, was conceptualized by Girl Scouts, designed by local Girl Scout mother-daughter team Renee Hoss-Johnson and Brianne Johnson, and will be decorated by a legion of Girl Scouts. Featured riders will include Girl Scouts from each age level and Girl Scouts Alumnae who are community and business leaders. Furthermore, along with the generous support of float sponsor Union Bank, the float is being funded by Girl Scouts and Girl Scout supporters – making this massive undertaking a bona fide *all-Girl Scout* service project.

With the hope that every flower on the float represents a Girl Scout or friend of Girl Scouting, GSGLA is offering “virtual rides” to Girl Scouts young and old and Girl Scout friends and family for a tax-deductible donation of \$5 each. The nominal gift serves as a float flower dedication that will ride aboard the Girl Scout float. For each donation, a name will be “placed” on the float, giving the honoree a virtual ride in the Rose Parade. Float flower dedications have already been in honor of current or former Girl Scouts; Girl Scout moms, dads, and grandparents; Troop Leaders; Girl Scout Gold Award recipients; Girl Scout volunteers; and friends of the Girl Scouts. Dedication donations can be made at.

A digital reveal of the float is happening now at www.girlscoutsla.org/pages/events/TOR_parade.html as funds are raised. The first component was revealed this month for the council’s 2,000-name milestone. Supporters can help by visiting the website and making a float flower dedication today. The website also has information on joining, reconnecting and other 100th Anniversary celebrations. Alerts are happening on the GSGLA Facebook page, too at www.facebook.com/GSGLA.

(more)

About Girl Scouts' 100th Anniversary

Founded in 1912, Girl Scouts will celebrate a century of leadership next year with events happening throughout the country. GSGLA will host a number of centennial celebrations in the Greater Los Angeles area, including Girltopia at the L.A. Convention Center on October 29, 2011; a float entry in the 2012 Tournament of Roses Parade®; a Women of Distinction event honoring former Girl Scouts and industry leaders; and a council-wide Camporee. For more information on 100th Anniversary opportunities, please visit www.girlscoutsLA.org.

About Girl Scouts of Greater Los Angeles

A charter of Girl Scouts of the USA, Girl Scouts of Greater Los Angeles serves more than 40,000 girls in partnership with more than 23,000 volunteers from over 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. The council's programs engage girls in grades K-12 in the areas of arts & culture, business, environment & outdoor adventure, science & technology and healthy living. To join, volunteer, reconnect or support, visit www.girlscoutsLA.org or call 1-888-GSGLA-4-U.

About the Pasadena Tournament of Roses®

The Pasadena Tournament of Roses is a volunteer organization that annually hosts the Rose Parade® presented by Honda, Rose Bowl Game® presented by VIZIO and various associated events. The 123rd Rose Parade presented by Honda, themed *Just Imagine*, will take place Monday, Jan. 2, 2012, at 8 a.m. (PST) featuring majestic floral floats, high-stepping equestrian units and spirited marching bands. Following the parade, the 98th Rose Bowl Game presented by VIZIO will kick off at 2:10 p.m. and feature an exciting match-up between two of the top collegiate football teams in the nation. For additional information on the Tournament of Roses please visit the official website at www.tournamentofroses.com.