

## PRESS RELEASE

### FOR IMMEDIATE RELEASE

#### **GIRL SCOUTS AND BARBIE® PARTNER TO INSPIRE LOS ANGELES AREA GIRLS** **Local council announces Barbie® sponsorship of Girl Scouts 100th Anniversary kick-off event**

**LOS ANGELES, OCTOBER 20, 2011** – If the nation’s workforce of architects, welders, computer programmers and other jobs are considered non-traditional careers for women, and “traditional” female roles such as healthcare worker, homemaker or teacher are underscored or even undervalued – what’s a girl to do? Anything she wants.

Thanks to youth-developing organizations such as the Girl Scouts, girls are given the opportunities, mentorship, and motivation to be whatever they want to be. This October, local Girl Scout council Girl Scouts of Greater Los Angeles is teaming with Barbie® brand to reinforce the organization’s mission to inspire and empower girls. The collaboration will happen at Girltopia: The World of Girl expo on October 29, 2011 at the Los Angeles Convention Center. There, Girl Scouts – the iconic nonprofit and Barbie® – the icon, will come together for their shared commitment of inspiring girls.

Girltopia is expected to be the largest girl-targeted expo in the nation. The event kicks off Girl Scouts’ 100th Anniversary celebration in Greater Los Angeles, and will feature workshops, performances, and 200+ exhibitors in “villages” that highlight GSGLA’s program focuses of leadership, the arts, business, STEM (science, technology, engineering and math), outdoor adventure, and healthy living. Mattel will present the seventh village, specifically designed for younger Girl Scouts, called the Barbie® “I Can Be™...” Experience. This village will incorporate all of GSGLA’s program areas through interactive demonstrations inspired by the Barbie® “I Can Be™...” career-themed dolls, including the 2011 ‘Career of the Year™’ doll, Barbie® I Can Be™...Architect.

“We are truly excited about the empowerment possibilities of Girltopia.” said Lise L. Luttgens, Chief Executive Officer of Girl Scouts of Greater Los Angeles. “What is even more phenomenal, is how synchronized the Barbie ‘I Can Be’ message is to the Girl Scout mission of encouraging and challenging girls to dream, set goals and reach them.”

“We know role-playing with Barbie doll leads to real life opportunities,” Said Lisa McKnight, Vice President, Global Barbie Marketing. “Partnering with the Girl Scouts of Greater Los Angeles for the first ever Girltopia event gives us the opportunity to reach a large number of girls with an empowering message – that they can be anything they want to be.”

Sparkling self-reliance, confidence and success has been a part of the Girl Scout mission since its very beginning in 1912. And while Girl Scouts opens up a world of opportunities that break gender stereotypes – such as GSGLA’s focus on STEM-related activities, including award-winning Girl Scout robotics teams – Girl Scouts encourages leadership in any field. As Girl Scouts turns 100 it hopes to re-introduce the brand as much more than cookies, camping and crafts. Likewise, Barbie® in her 50 (plus) years, Barbie® doll has had more than 125 careers from a pilot to president, a computer engineer to surgeon. Barbie® takes on aspirational and culturally relevant roles year after year while also serving as a role model and agent of change for girls.

(more)

### **About Girltopia: The World of Girl**

*Girltopia: The World of Girl* is set to be the most girl-tastic event ever. Happening October 29, 2011 at the Los Angeles Convention Center, the event will kick off the Los Angeles areas' Girl Scout 100th anniversary celebrations. Girltopia is presented by Toyota, and village and workshop sponsors Mattel, Wells Fargo, Little Brownie Bakers, THQ, Toshiba and Ralphs. For more information on Girltopia and other GSGLA 100th Anniversary opportunities, please visit [girlscoutsLA.org](http://girlscoutsLA.org).

### **About Girl Scouts of Greater Los Angeles**

Girl Scouts of Greater Los Angeles serves more than 40,000 girls in partnership with more than 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. To join, volunteer, reconnect or support, visit [girlscoutsLA.org](http://girlscoutsLA.org) or call 1-888-GSGLA-4-U.

### **About Mattel**

Mattel, Inc. (NASDAQ:MAT - News) ([www.mattel.com](http://www.mattel.com)) is the worldwide leader in the design, manufacture and marketing of toys and family products. The Mattel family is comprised of such best-selling brands as Barbie®, the most popular fashion doll ever introduced, Hot Wheels®, Matchbox®, American Girl®, Radica® and Tyco® R/C, as well as Fisher-Price® brands, including Little People®, Power Wheels® and a wide array of entertainment-inspired toy lines. In 2011, Mattel was named as one of FORTUNE Magazine's "100 Best Companies to Work For" for the fourth year in a row, and also is ranked among Corporate Responsibility Magazine's "100 Best Corporate Citizens." With worldwide headquarters in El Segundo, Calif., Mattel employs approximately 30,000 people in 43 countries and territories and sells products in more than 150 nations. At Mattel, we are "Creating the Future of Play."

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