

MEDIA ALERT

FOR IMMEDIATE RELEASE

LOCAL GIRL SCOUTS TO CELEBRATE 100TH ANNIVERSARY

Press conference and county-wide service project kick off Girl Scout Week in Los Angeles

March 7, 2012 (Los Angeles) – Looking great for its age, Girl Scouts of the USA will turn 100 years old on Monday, March 12, 2012. The iconic organization will celebrate a century of empowering and inspiring girls locally through a number of events and community service projects and the reigniting of the cause for girl leadership. Local council Girl Scouts of Greater Los Angeles will hold a press conference on Friday, March 10 to launch the centennial.

A week-long celebration of the milestone will kick off on Saturday, March 10 with *the Feed Your Neighbor Food Drive & Service Day*. Teaming with Ralphs/Food 4 Less and the Los Angeles Regional Foodbank and its affiliates, the 40,000-girl strong council hopes to collect 100,000 lbs. of food in honor of the anniversary. A familiar fixture at storefronts this time of year, more than 5,000 girls will set up booths at participating Ralphs/Food 4 Less locations. Simultaneously, hundreds of Girl Scouts will volunteer their time at local pantries, sorting and packaging food to be distributed.

The day-long food drive reflects a cornerstone of Girl Scouts for 100 years – service, and is appropriately the first of a number of events, activities, and celebrations surrounding the milestone.

Press Conference Details:

WHAT: Girl Scouts 100th Anniversary kick-off event press conference

WHO: Girl Scouts, Girl Scouts of Greater LA CEO Lise Luttgens, Ralphs President Donna Giordano, LA Foodbank President/CEO Michael Flood (not confirmed)

WHERE: Ralphs Store #39, 260 S. La Brea Ave., Los Angeles 90036

WHEN: Friday, March 9, 2012 at 12:00pm

Girl Scout Week Details: (Please contact us for times and locations.)

Friday, March 9 **100th anniversary kick-off press conference** – GSGLA CEO Lise Luttgens will announce national campaign to support girl leadership and the local kick-off of anniversary week activities.

Saturday, March 10 **Feed Your Neighbor Food Drive & Service Day** – GSGLA kicks off Girl Scouts' 100th anniversary with a food drive and service day, with a goal to collect 100,000 lbs. of food, in just one day.

Sunday, March 11 **Local Girl Scouts featured on Food Network's "Cupcake Wars"** – The March 11th episode of "Cupcake Wars" will feature top bakers and their Girl Scout-inspired delicacies. The episode features local Girl Scout Chelsea Glover-Odom as the guest judge.

Monday, March 12 **Girl Scouts' 100th Anniversary!**

All girls born on March 12, 2012 will be members of the GSUSA 100th Anniversary Troop 2012. Locally, GSGLA has donated green baby beanies to local hospitals that read "Future Leader, powered by Girl Scouts," hoping to inspire the bundles of joy and their families. GSUSA will be establishing a website dedicated to the anniversary troop, tracking their progress through social research and studies.

(more)

Monday, March 12 (cont'd)

LAX Pylons will be lit green for the entire week (Girl Scout Week) in celebration of Girl Scouts' 100th anniversary

Girl Scouts and former Girl Scouts will be wearing green on March 12 – In advance of St. Patty's Day, Girl Scouts, volunteer, and former Girl Scouts will be wearing green attire or green nail polish in celebration of the 100th anniversary.

The LA County Board of Supervisors, City of Los Angeles, and city councils throughout Los Angeles County have proclaimed this week Girl Scout Week in their respective cities. Girl Scout Troops are accepting a number of proclamations this week. (Including: Culver City, Azusa, La Canada-Flintridge, Burbank, Downey, Beverly Hills, Lawndale, Santa Monica, more)

"Birthday Parties" will be held at all seven GSGLA Service Centers (Arcadia, Lancaster, Long Beach, Marina del Rey, Montclair, Santa Clarita, and Woodland Hills). Attendees include local Girl Scouts, volunteers, and community leaders. Events include crafts, a birthday cake contest of entries from local troops, and a simultaneous sing-along at 19:12 (7:12pm).

GSGLA recreates the historic Girl Scout call – In 1912, Girl Scout founder Juliette Low made a telephone call to a friend, saying, "Come right over! I've got something for the girls of all America, and all the world, and we're going to start it tonight!" and gathered up 18 girls who became the first Girl Scout Troop. GSGLA is recreating "the call" via smart phone. Starting on March 12, Girl Scout supporters are encouraged to **text the word "GirlScouts" to 52000** and donate \$10 to support the iconic nonprofit organization's programs for girls.

About Girl Scouts 100th Anniversary

Founded on March 12, 1912, Girl Scouts will celebrate a century of leadership in 2012 with events happening throughout the US. GSGLA-hosted centennial celebrations include: Girltopia – the largest girl expo; a float entry in the 2012 Tournament of Roses Parade; a council-wide Camporee; and the ToGetHerThere Luncheon.

About Girl Scouts of Greater Los Angeles

Girl Scouts of Greater Los Angeles serves more than 40,000 girls in partnership with 23,000 adult members 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 operates seven Service Centers, 14 Program Centers, and four campgrounds spanning 6,000 square miles. To join, volunteer, reconnect or support, visit www.girlscoutsLA.org or call 1-888-GSGLA-4-U.