



MEDIA ALERT

SAVE THE DATE: LARGEST EVENT IN THE COUNTRY JUST FOR GIRLS 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 Nov. 9, 2013. [Girltopia: The World of Girl](http://girltopia.org) is an all-day event all about exploration, empowerment, and Girl Scout spirit. Roughly 10,000 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. And 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, and Toyota. (**Event registration deadline is Oct. 21 at girltopiala.org.**)

WHO:

- **Roughly 10,000 new and seasoned Girl Scouts and their families** participating in tons of hands-on activities and experiences.
- **More than 200 interactive community exhibitors** hosting activities (e.g. archery ranges, obstacle courses, Cookie University, dance contests, demos with professional athletes, etc.)
- Entertainment: **The Sledge Grits Band** (winner of *The Next Great Family Band*); **The Kidz Crewe**, presented by **Debbie Allen**; Radio Disney Road Crew; **IM5**; **Mali Nicole**
- Celebrities: **Allisyn Ashley Arm** (Disney's *Sonny With A Chance* and *So Random*); **Kelli Berglund** (Disney XD's *Lab Rats*); **Olivia Holt** (Disney XD's *Kickin' It*, *Girl vs. Monster*); **Peyton List** (Disney's *Jessie*, *Diary of a Wimpy Kid* films); **Laura Marano** (*Finding Nemo*, *Ice Age 2*, Disney's *Austin & Ally*); **Katherine McNamara** (*Girl vs. Monster*, MTV's *Happyland*); **Madison Pettis** (*The Game Plan*, Teen Nick's *Life With Boys*); **Stefanie Scott** (Disney's *A.N.T. Farm*)

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:

- Fashion show of wearable electronics (dresses with LED lights, etc.)
- Opening ceremony featuring a drum-line leading girls through the doors

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- 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
- Outdoor adventure village: indoor archery range & ski simulator
- 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 meant to spark creativity, empowerment, and leadership in thousands of girls and young women.
- The registration deadline is Oct. 21, 2013. To register a girl for the event, or for more information about specific activities at Girltopia, visit girltopiala.org or 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 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 or call 1-888-GSGLA-4-U.

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