



2013 Media Kit



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MEDIA ALERT

*NOTE: Media is welcome to film and conduct interviews both **during the event** and **during event set-up**. Set-up will happen 7 a.m.–4 p.m. on Friday, Nov. 8 as well as the morning of event, Nov. 9, 6–8:30 a.m. (Event begins at 9 a.m.) Please contact Melanie Glover to schedule pre-interviews with Girl Scouts and volunteers: mglover@girlscoutsla.org*

LARGEST EXPO IN THE COUNTRY JUST FOR GIRLS SATURDAY, 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 Saturday, Nov. 9, 2013. [Girltopia: The World of Girl](#) is an all-day event all about exploration, empowerment, and Girl Scout spirit! More than 6,000 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. 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, The Entertainment Software Association (ESA), Ernst & Young LLP, and Toyota.

WHO:

- **More than 6,000 new and seasoned Girl Scouts and their families** participating in tons of hands-on activities and experiences.
- **Nearly 200 interactive community exhibitors** hosting activities (e.g. archery ranges, obstacle courses, Cookie University, dance contests, demos with professional athletes, etc.)
- Entertainment: **IM5** (boy band) featuring **Diamond White; Arielle** (guitarist); **Mali Nicole; Dara Sisterhen; The Sledge Grits Band** (all-sister rock band, winner of *The Next Great Family Band*); **The Kidz Crewe**, presented by **Debbie Allen**; and more.
- Celebrities: **Olivia Holt** (Disney XD's *Kickin' It*, *Girl vs. Monster*); **Laura Marano** (*Finding Nemo*, *Ice Age 2*, Disney's *Austin & Ally*); **Madison Pettis** (*The Game Plan*, *Teen Nick's Life With Boys*); and many more stars from The Disney Channel and Teen Nick.

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:

[\(Click here to download the Girltopia 2013 Media Kit, which includes a full schedule of key event moments, map, and quick facts.\)](#)

- Fashion show of wearable electronics (dresses with LED lights, etc.) – 10:30 a.m.
- Opening ceremony featuring a drum-line leading girls through the doors – 9 a.m.
- 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 – 12 p.m.
- Outdoor adventure village: indoor archery range & planetarium
- 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 aimed at sparking creativity, empowerment, and leadership in thousands of girls and young women.

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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Media Check-in Procedure

Please check in and obtain media badge at the **Reg/Info Booth** in the South Lobby (If entering through main entrance, Reg/Info is to the left – See Map on p. 10.) Media officials are strongly encouraged to contact GSGLA to reserve a badge in advance and coordinate interviews with Girl Scouts: Melanie Glover, mglover@girlscoutsla.org; office 626-677-2339; cell 916-833-0579.

Girltopia 2013 Schedule & Highlights

Schedule Overview

8:30 a.m.	Expo Hall Doors Open (High-five line by all volunteers directing girls to stage)
9 a.m.	Opening Ceremony - Main Stage
9:30 a.m.–4 p.m.	Exhibits Open
10:30 a.m.	Wearable Technology Fashion Show w/ Two Bit Circus – STEM Stage
11:15 a.m.	<i>Pink</i> Carpet Walk w/ Celebrities - <i>BYOU Magazine</i> Celebrity Hotspot
11:30 a.m.–12:45 p.m.	Teen Summit Luncheon with Keynote Speakers on Female Leadership
12:05 p.m.	<i>BYOU Magazine</i> Celebrity Empowerment Panel
1–2 p.m.	Teen Summit Workshop Session I
2:05 p.m.	<i>Flash Mob (surprise to attendees) – Main Stage</i>
2:20–3:20 p.m.	Teen Summit Workshop Session II
4 p.m.	Exhibits Close
4 p.m.	Closing Ceremony - Main Stage
4:35 p.m.	Mega Friendship Circle & Girl Scout Sing-Along – Main Stage
5 p.m.	Girltopia Closed

Highlights by Area:

[STEM \(Science, Technology, Engineering, Math\) Village](#)

Attention forward-thinkers, problem-solvers, and movers and shakers! The STEM Village, sponsored by the Entertainment Software Association (ESA), is where you'll dream up inventions.

STEM Stage shows:

10:30 a.m.	Wearable Technology Fashion Show w/ Two Bit Circus
3:30 p.m.	Sea World Show

Key Highlights:

- Robotics Freeze Tag and Robotics Scrimmage happening throughout the day at the FTC Robotics Demo Area and the FLL Robotics Demo Area, respectively.
- "Kids Can Code" sessions are happening every 15 minutes, 9:30 a.m. to 3 p.m.

[Arts & Culture Village](#)

In the Arts & Culture Village, all the world's your stage (or canvas, or craft table)! Exhibitors ranging from dance companies to publishing companies to museums!

Arts & Culture Stage shows:

10 a.m.	Girl Scout Talent Show: Olivia Andonian, singer w/ guitar accompanist
11 a.m.	Girl Scout Talent Show: Alana DeBlase, singer
11:15 a.m.	Girl Scout Talent Show: Carly Godoy, singer
11:30 a.m.	Drumming and Workshop w/ Pam Manganaro
12:15 p.m.	Historical Girl Scout Fashion Show
1 p.m.	Susana Elena, Flamenco & Classical Spanish Dancer
1:45 p.m.	Girl Scout Talent Show: Girl Scout Troop Dance Performance
1:50 p.m.	Mash Up Dance Company Performance
2 p.m.	Girl Scout Talent Show: Amelia Lewinson, singer & dancer
2:15 p.m.	Girl Scout Talent Show: Maddie Camp, singer
2:30 p.m.	Girl Scout Talent Show: Maddie Miller, singer
3–3:45 p.m.	Ballet dancers, Center Theater Group

Key Highlights:

- Authors' Corner (meet-and-greet) with children's/young adult authors
- Drawing at 3:35 p.m. for a chance to perform in Matthew Bourne's *Sleeping Beauty* at the Ahmanson

Environment & Outdoor Adventure Village

Explore the great outdoors, indoors! This village is for nature lovers, camp fanatics, and adventure seekers.

Key Highlights:

- Stand-up paddle boards & kayaks
- Telescopes
- A planetarium
- Toyota driving simulator
- Girl Scout camp set-up and info booths

Business Smarts Village & Cookie University

In the Business Smarts Village, sponsored by Wells Fargo and Little Brownie Bakers, you'll discover how to run your own business, become more money savvy, and become a cookie-selling rock star!

Key Highlights:

- Cookie University features games like:
 - Who Wants to be A Cookie CEO?
 - Cookie Jeopardy
 - Cookie Wheel of Fortune

- Minute to Win It
- Cookie Feud
- Cookie Taboo!
- 36,000 cookies to sample
- Goal-setting dream board
- Life-size cookie superheroes

Wellness & Healthy Living

Run, dance, and play your way through the Wellness & Healthy Living Village, sponsored by Nestlé, USA!

Key Highlights:

- SportZone: Demos, meet-and-greets , and workshops with professional athletes
 - LA Sparks, LA Kings, LA Galaxy, Electric Kids, LMU and UCLA Women’s Basketball
- ActiveZone: cheerleading, self-defense, gymnastics, double-dutch, yoga, and dance activities
 - United Spirit Association, Palpitating Panthers Double Dutch team, Hoolapalooza Hoop-a-thon with KidTribe, UCLA Gymnastics and Spirit Squad

Leadership Village

This village is all about discovering your greatest skills. The main attraction? The Leadership Café, sponsored by Ernst & Young, where empowerment is served.

Key Highlights:

- Minute mentoring sessions with female leaders
- Financial Planning and Money Management badge workshop
- Discussions with Gold Award girls (recipients of Girl Scouts’ highest leadership award)

Teen Summit Leadership Conference (11:30 a.m.–3:20 p.m.)

NEW for 2013, Teen Summit at Girltopia, presented by Deloitte, is a dynamic and inspiring conference designed exclusively for Girl Scouts in grades 6-12. It’s located upstairs from the expo floor, and consists of a special luncheon—one for middle school girls and one for high school girls—with special guest speakers and then two sessions of workshops.

Schedule:

11:30 a.m.–12:45 p.m. Teen Summit Luncheon with Keynote Speakers on Female Leadership

- Middle school girls: Room 403AB
- High school girls: 408AB; Speaker: Gina McLeod (GSGLA board member, Principal with Deloitte Tax)

1–2 p.m. Teen Summit Workshop Session I

2:20–3:20 p.m. Teen Summit Workshop Session II

Key Workshops (happening both 1-2 p.m. and 2:20-3:20 p.m.):

Room 403AB:

STEM to STEAM Panel: Finding Art through Science, Technology, Engineering & Math

Presented by: Amy Allison, Vice President of Women in Gaming International

Amy Allison and a panel of gaming industry professionals discuss how to find the nexus between art and science using the new GSGLA Video Game Patch program as an example. There's a place for artistic creativity in STEM, and it's called STEAM! Panelists include:

- Brent Bushnell, CEO at Two Bit Circus, Inc.
- Brenda (Brathwaite) Romero, Game Designer in Residence at UC Santa Cruz
- Tracy Fullerton, Chair, USC Interactive Media and Games Division, School of Cinematic Arts
- Shannon Studstill, Senior Director of Product Development, Sony Computer Entertainment/Playstation

Room 411 (Theater):

Entertainment Panel

A panel discussion with television writers and actresses:

- Jeane Wong, writer, The Vampire Diaries
- Erin Dunlap, writer, Disney Channel's Jessie
- Jessika Van, writer, MTV's Awkward
- Chitra Elizabeth Sampath, TV writer (various shows) & Girl Scout alumna

Barbie Be Anything, Do Everything Village

The Barbie® "Be Anything, Do Everything" Village will feature several career exploration activity stations inspired by the Barbie® "Be Anything, Do Everything" Patch Program. Girls will also receive the Barbie® "Be Anything, Do Everything" Patch Program Booklet and patch!

Girltopia Main Stage and Celebrity Hotspot

Main Stage Shows:

9–9:40 a.m.	Opening Ceremony <i>Welcome</i> <i>National Anthem by Alana DeBlase</i> <i>Girl Scout Promise</i> <i>Remarks by GSGLA CEO Lise Luttgens</i> <i>Performance by The Sledge Grits Band</i>
9:45 a.m.–12 p.m.	Morning Performances <i>Dara Sisterhen</i> <i>Olivia Rox</i> <i>Hoop-a-palooza presented by Nestlé</i> <i>Kidz Crewe</i> <i>Karlee Roberts</i>
12-12:45 p.m.	<i>BYOU Magazine</i> Empowerment Panel

12:45-3 p.m.

Afternoon Performances

Katherine McNamara

Radio Disney Road Crew

Mali Nicole

Urban Xtreme

Arielle

3:05-3:50 p.m. *BYOU Magazine* Girl Chat Panel

4-4:30 p.m. Closing Ceremony and Grand Finale Concert

Remarks

IM5 featuring Diamond White

Mega Friendship Circle and Sing-along

Celebrity Hotspot (presented by *BYOU Magazine*):

11:15 a.m.

Pink Carpet Walk w/ Celebrities

All-day

Autograph-signing by Main Stage performers and celebrity panelists

Girltopia 2013 Quick Facts & Talking Points

- **Hosted by Girl Scouts of Greater Los Angeles, Girltopia featuring Teen Summit** is the ultimate girl power event!
- Girltopia showcases Girl Scouts of Greater L.A.'s program focuses and highlights the **fun hands-on learning experiences** girls get in Girl Scouts. It's all about inspiring creativity and leadership in girls.
- **The country's largest expo just for girls** filled with interactive activities, exhibits, live entertainment, celebrities and even an area just for teens.
- **More than 6,000 Girl Scouts** and their friends and family are in attendance.
- More than **150 activity booths**
- **6 themed "villages"** based on Girl Scouts' program areas:
 - Leadership
 - Business Smarts (includes Cookie University!)
 - STEM (science, technology, engineering, math)
 - Healthy living
 - Environment & adventure
- **Main Stage Entertainment** includes kid & teen pop stars & rock stars
 - Sledge Grits Band (all-sister rock/pop band)
 - Kids Crewe (dance group presented by Debbie Allen)
 - IM5 (Boy band)
 - Mali Nicole (R&B singer)
 - Diamond White (pop singer featured on X Factor)
 - Dara Sisterhen (folk singer, guitarist)
- **BYOU Magazine Celebrity Empowerment Panel**
 - **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)
- **Teen Summit Leadership Conference**
 - For girls in 6-12 grade
 - Workshops all about empowerment, confidence-building, STEM stuff, careers, friendships, etc.

GIRLTOPIA EXPO HALL MAP

LEGEND

- First Aid
- Info/Lost & Found/ Membership
- Concession Stands
- Restrooms

MAIN STAGE



ActiveZone

Stage

SportZone

WELLNESS & HEALTHY LIVING VILLAGE

BY YOU
Be Your Own You!

CELEBRITY HOTSPOT

Nestle
Good Food. Good Life

?

SHOP-A-RAMA

ENVIRONMENT & ADVENTURE VILLAGE

Let's Go Places
TOYOTA

Girl Scout Camps

entertainment software association FOUNDATION

Barbie
BE ANYTHING, DO EVERYTHING

BARBIE
BE ANYTHING,
DO EVERYTHING
VILLAGE

Stage

ARTS & CULTURE VILLAGE

Authors Alley

Authors Corner

Robotics Demo

STEM VILLAGE

Stage

Robotics Demo

Deloitte

WELLS FARGO

LEADERSHIP VILLAGE & CAFE

BUSINESS SMARTS VILLAGE

Cookie University

Little Engine

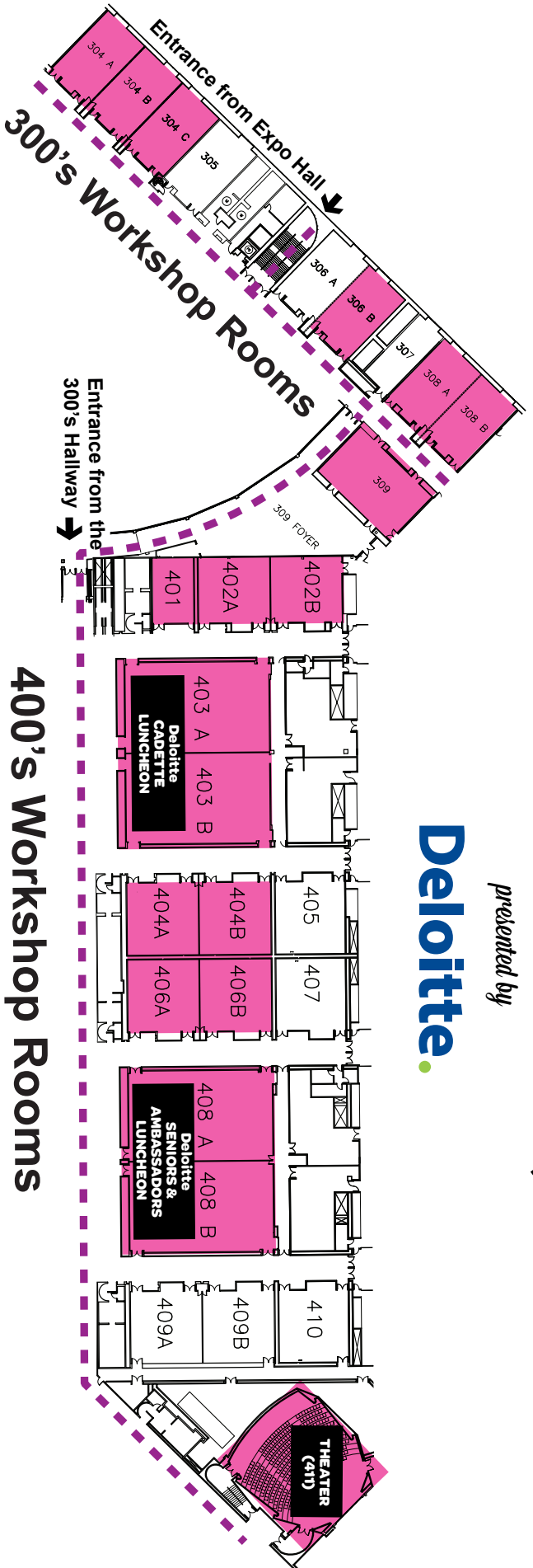


GIRLTOPIA ENTRANCE



TEEN SUMMIT AREA

presented by



TEEN SUMMIT KEY

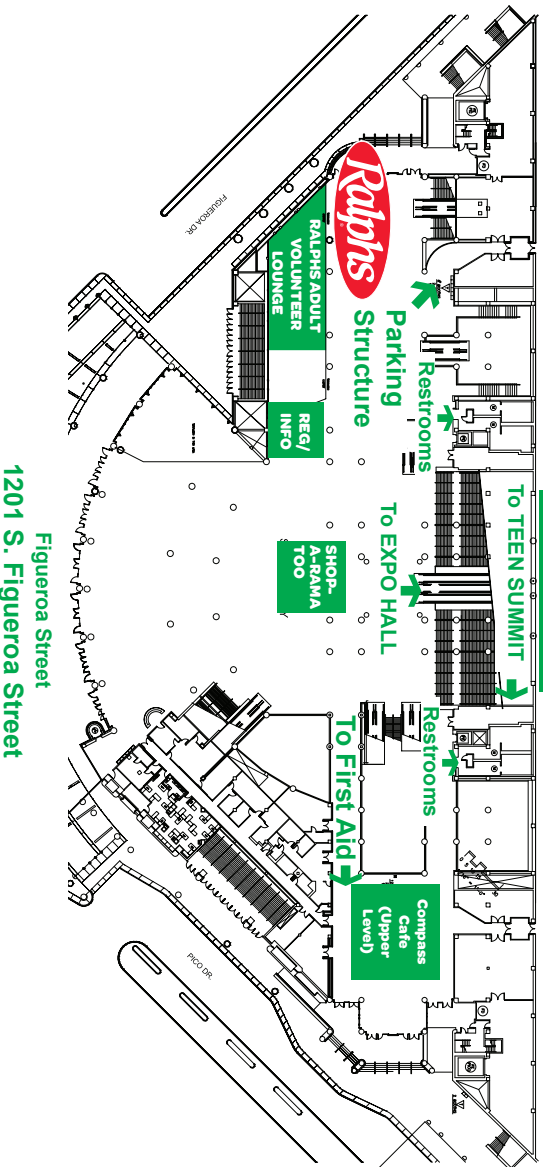
- TEEN SUMMIT
- TEEN SUMMIT WALKING PATH

■ TEEN SUMMIT WORKSHOP ROOMS

LOBBY AREA

SOUTH HALL

Expo Hall



Figueroa Street
1201 S. Figueroa Street