

PRESS RELEASE

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GIRL SCOUTS CONTINUE 100TH ANNIVERSARY CELEBRATION WITH SERVICE

Area Girl Scouts join Supercuts, Paul Mitchell and K-Earth 101 for *Locks of Love Week*

LOS ANGELES, August 3, 2012 – Girl Scouts of the USA turned 100 years old this year and the iconic organization has been celebrating a century of empowering girls through a number of events, community service projects, and the re-engagement for the cause of girl leadership. Next week, August 6-12, 2012, [Girl Scouts of Greater Los Angeles](http://www.girlscoutsla.org) (GSGLA) will join forces with K-Earth 101, Supercuts, and Paul Mitchell for [Locks of Love Week](http://www.locksofloveweek.org)—a week-long spotlight campaign to collect hair donations for disadvantage youth dealing with illnesses that cause hair loss.

“I wanted to donate my hair for *Locks of Love Week* because I think it’s sad that people have cancer and lose their hair. I want to cheer them up!” says Kaelyn Kudo (9), a Junior Girl Scout from Cerritos who will donate her hair live on-the-air at the K-Earth 101 studios on Monday morning.

Karolyn Troutman (11), a Torrance Junior Girl Scout, adds “It makes me feel good to see the impact of Girl Scouts on so many people: the smiles we bring when our troop goes caroling; our community looking nicer after we’ve picked up trash, planted trees, or helped paint; and collecting food items for a food drive. My favorite is the Christmas toy drive because I know the kids wouldn’t get any toys if it weren’t for this program and the generosity of others.”

In addition to providing hair donations themselves, Los Angeles area Girl Scouts hope to encourage thousands of other Southern Californians with at least 10 inches of hair to participate in this week of giving. The public is invited to visit any local Supercuts location from August 6-12 and receive a FREE haircut with a Locks of Love donation.

Community service has been a cornerstone of the Girl Scout Movement since 1912. Keeping that tradition alive, Girl Scouts of Greater Los Angeles perform more than 750,000 hours of service each year. Last June, the council honored 267 outstanding Girl Scouts who made an impact through nearly 21,000 hours of advocacy and service, earning them the Girl Scout Gold Award – the highest honor in Girl Scouting. And last March, the entire council of 40,000 girls teamed up for *Feed Your Neighbor Food Drive & Service Day*, collecting thousands of pounds of food in just one day to benefit the Los Angeles Regional Foodbank.

About Girl Scouts 100th Anniversary

Founded in 1912, Girl Scouts is celebrating a century of leadership in 2012. GSGLA has been host to a number of local centennial celebrations including Girltopia – the largest girl expo and a float entry in the 2012 Tournament of Roses Parade. In October, the council will welcome 5,000+ Girl Scouts to a council-wide Camporee, October 26-28, and will honor Girl Scout alumnae industry leaders at the ToGetHerThere Luncheon on December 5.

About Girl Scouts of Greater Los Angeles

Girl Scouts of Greater Los Angeles serves more than 40,000 girls in partnership with 24,000 adult members from the diverse communities of Los Angeles County and parts of Kern, San Bernardino and Ventura counties. To join, volunteer, reconnect, or support, visit www.girlscoutsla.org or call 1-888-GSGLA-4-U.