

MEDIA ALERT

FOR IMMEDIATE RELEASE

Girl Scouts to be Mentored & Judged by High-Profile Business Leaders at Techstars Startup Weekend, April 6–8

High-school girls will take an idea from pitch to product in “Shark Tank”-style competition

WHAT: Innovative Girl Scouts in grades 9–12 will pitch ideas, form teams, create a prototype, and participate in a *Shark Tank*-style pitch competition during Techstars Startup Weekend powered by Google for Entrepreneurs. Girls will be mentored and judged by successful business and thought leaders, including Betsy McLaughlin, former CEO of Hot Topic, Inc.; Anna Barber, managing director of Techstars LA; Mia Britel, principal for Deloitte Consulting LLP; and more. The event kicks off with a talk from **keynote speaker Joy Cho**, founder of the blog and design studio [Oh Joy!](#), and one of *TIME*’s 30 Most Influential People on the Internet. Cho has the most followed account on Pinterest with almost 13 million followers.

WHEN: Friday, April 6, 5:30–8 p.m.
Saturday, April 7, 9:30 a.m.–5 p.m.
Sunday, April 8, 10 a.m.–5:30 p.m.
[See full schedule \(pitches, presentations, judging, etc.\)](#)

WHERE: BLANKSPACES Santa Monica,
1450 2nd Street, Santa Monica, CA 90401

WHO: Nearly 50 Girl Scouts in grades 9–12 working in teams with high-profile [mentors](#), hearing from special [speakers](#), and being judged by [established entrepreneurs, venture capitalists, and designers](#). Event sponsors are Sony Pictures Entertainment and BLANKSPACES.

About Girl Scouts of Greater Los Angeles

Girl Scouts of Greater Los Angeles (GSGLA), a 501(c)(3) nonprofit, serves nearly 43,000 girls in partnership with 24,000 adult members and volunteers throughout the diverse communities of Los Angeles County and parts of Kern, San Bernardino, and Ventura counties. GSGLA is the largest girl-serving nonprofit agency in Los Angeles, preparing girls for a lifetime of leadership through access to key experiences, connections, and programs in entrepreneurship, life skills, outdoors, and STEM. To join, volunteer, or support, visit GirlScoutsLA.org or call 213-213-0123.

