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## Girl Scouts Seek Singing Superstar with “I Want to Rock the Mall” Contest

*Chance to Perform for 200,000 at Girl Scouts Rock the Mall: 100<sup>th</sup> Anniversary Sing-Along*

**WASHINGTON** – Girl Scouts around America are warming up their voices, tuning their guitars and arranging new lyrics in hopes of become the next singing sensation. Tapping into a tech-savvy youth culture, Girl Scouts announced *I Want to Rock the Mall* YouTube contest sponsored by K<sup>12</sup> Inc., America’s leader in online learning for students in grades kindergarten through 12. To enter, Girl Scouts must write an original song expressing what it’s like to be a Girl Scout today. The contest is part of the 100<sup>th</sup> anniversary celebration of the Girl Scout movement. The Girl Scout contest winner will dazzle the stage with a live performance in front of hundreds of thousands at ***Girl Scouts Rock the Mall: 100<sup>th</sup> Anniversary Sing-Along***, in Washington, DC on June 9, 2012. Plus, she’ll be introduced and share a stage with “American Idol” finalist and Girl Scout alumna Thia Megia.

***Girl Scouts Rock the Mall: 100<sup>th</sup> Anniversary Sing-Along*** is one of several events that will mark the centennial celebration of Girl Scouts. Hosted by the Girl Scout Council of the Nation’s Capital and Girl Scouts of the USA, it will be the largest gathering of Girl Scouts with an estimated 200,000 Girl Scouts from around the world attending. Girl Scouts have been writing, singing, and playing songs that celebrate sisterhood and the fundamental ideals of Girl Scouting for 100 years.

“We are motivating girls to use their creativity to express what it is like to be a Girl Scout today. Using social media Girl Scouts can spread the word in song, far and wide, that Girl Scouts is celebrating its 100<sup>th</sup> anniversary,” said Lidia Soto-Harmon, CEO of the Girl Scout Council of the Nation’s Capital.

Thia Megia, singer, musician and finalist on the hit FOX series “American Idol,” is lending her talent to serve as official Ambassador for the *I Want to Rock the Mall* YouTube contest. While participating in the “American Idol” live tour across the country, Megia balances her performing career and school work as student at California Virtual Academies powered by K<sup>12</sup>. “I know that girls are doing it all these days, so I can’t wait to see the videos, hear the creative songs and join our talented winner at ***Girl Scouts Rock the Mall***. It’s going to be truly inspiring,” said Thia Megia.

Ron Packard, K<sup>12</sup> founder and CEO, commented, “We are proud to join forces with the country’s largest girl-focused organization, Girl Scouts. One of the greatest benefits for K<sup>12</sup> virtual students is that they have the flexibility and freedom they need to fulfill dreams inside and outside of the traditional classroom. In fact, many of our virtual students participate in Girl Scouts, and the YouTube

contest is a unique platform for them to express themselves and interact with young women across the country.”

*I Want to Rock the Mall* YouTube contest will kick-off November 10, 2011 at the Girl Scouts National Convention in Houston, TX. All entries must be posted on YouTube by April 20, 2012. The top 10 entries will receive recognition at the event and a ***Girl Scouts Rock the Mall*** T-shirt. The first place winner will receive a trip to Washington, DC to perform at ***Girl Scouts Rock the Mall: 100<sup>th</sup> Anniversary Sing-Along***. Contestants must be a registered Girl Scout, in grades K-12, living in the United States. The entries must be posted in response to the official *I Want to Rock the Mall* YouTube contest at [www.youtube.com/GSRocktheMall](http://www.youtube.com/GSRocktheMall).

During the contest period, girls are encouraged to direct visitors to view their entry to increase the panel of judges’ interest in their video. The winner will be determined based on creativity, originality, musicality and the girl’s ability to engage her audience. The contest is sponsored by Girl Scouts of the Nation’s Capital and K<sup>12</sup>. For more information visit: [www.gscnc.org/youtubecontest.html](http://www.gscnc.org/youtubecontest.html).

### **About K<sup>12</sup>**

K<sup>12</sup> Inc. (NYSE: LRN) has reshaped the face of education to meet the needs of new generations as the nation’s largest provider of proprietary curriculum and online education for students in kindergarten through high school. Using 21st century tools to prepare 21st century students, K<sup>12</sup> provides a new choice for children of all backgrounds to learn in a flexible and innovative way. K<sup>12</sup> provides its curriculum and academic services to school districts, public and private online schools, traditional classrooms, blended school programs, and directly to families. K<sup>12</sup> is revolutionizing schools by integrating technology and rigorous curriculum into classrooms, and designing new blended school models that offer students engaging online courses and personalized learning programs. K<sup>12</sup> course offerings include English, math, science, history, world languages, art, music, AP, and a variety of high school electives. Accredited through AdvancedED, the world’s largest education community, K<sup>12</sup> has delivered more than 3 million courses to hundreds of thousands of students worldwide. For more information on K<sup>12</sup> and their forward-thinking approach to improving the quality of education, visit: [www.K12.com](http://www.K12.com).

### **About Girl Scout Council of the Nation’s Capital**

The Girl Scout Council of the Nation’s Capital is a leadership development organization for girls, with **90,000** girl and adult members: 63,300 girls (grades K-12) and 26,700 volunteer, adult and lifetime members. With the support of dedicated adult volunteers and parents, the generosity of corporations and foundations, Girl Scouting helps build girls of courage, confidence and character, who make the world a better place. The Council serves the Greater Washington Region, which includes the District of Columbia, eight counties in Maryland, ten counties in Virginia and seven counties in West Virginia. Girl Scouts was founded in 1912, and to celebrate the Council will host the largest gathering of Girl Scouts in Washington, D.C. on June 9, 2012 at ***Girl Scouts Rock the Mall: 100<sup>th</sup> Anniversary Sing-Along***. For more information on how to join, volunteer, or donate to Girl Scouts, visit our website at [www.gscnc.org](http://www.gscnc.org).