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GOT MILK? & GIRL SCOUTS IN CALIF. REVEAL PHOTO CONTEST FINALISTS

Three Grand Prizes Winners to be Chosen among List of Finalists

SAN CLEMENTE, Calif., Jan. 10, 2013 – The California Milk Processor Board (CMPB), the creator of GOT MILK?, and the Girl Scouts in California announced today the names of 24 GOT MILK? – Girl Scouts Photo Contest finalists from the Golden State. Among these lucky young ladies will be three grand prize winners who will be featured together on new GOT MILK? - Girls Scouts commemorative billboards to be unveiled early February in the girls' hometowns.

"We received over 300 entries from Girl Scouts from all eight councils in California," says Steve James, executive director of the CMPB. "It was great to see how this contest sparked creativity among the girls and it reminded Californians that the values of Girl Scouting and milk go hand-in-hand."

The Girl Scouts Photo Contest, which ran from Nov. 5 to Dec. 17, 2012, was inspired by an iconic print campaign that ran 15 years ago. It featured an adorable 10-year-old Girl Scout who made an impression on Californians with her iconic uniform and an armful of cookie boxes, provoking the question, "GOT MILK?" This fall's contest was open to all currently registered Girl Scouts in kindergarten through Grade 12 belonging to one of the eight councils in California: Girl Scouts of Greater Los Angeles, Girl Scouts of Northern California, Girl Scouts of Orange County, Girl Scouts San Diego Council, Girl Scouts Heart of Central California, Girl Scouts of Central California South, Girl Scouts of California's Central Coast and Girl Scouts of San Geronimo Council. Girl Scouts had to submit a photo with a caption of no more than eight words showcasing the contest prompt: How have Girl Scouts and milk helped them become strong, healthy and confident?

All 24 contest finalists will each receive a camp scholarship worth \$350. The three grand prize Girl Scouts winners to be announced end of month will each receive a \$500 U.S. Savings Bond and will be featured together on a billboard (or comparable advertising media) in their hometowns throughout the month of February just in time for cookie sale season.

The 24 GOT MILK? – Girl Scouts Photo Contest finalists are listed by council as follows:

- **Girl Scouts of Northern California:** Madison Glock, 6, Castro Valley; Dinah Marr, 11, Brentwood; Angel Langworthy, 14, Castro Valley
- **Girl Scouts Heart of Central California:** Anna Rose, 6, El Dorado Hills; Julianna Lawscha, 8, Sacramento; Elyssa Gonzales, 11, Modesto
- **Girl Scouts of Central California South:** Brooke Branaugh, 5, Clovis; Amaya Johnson-Wood, 7, Bakersfield; Jordan Kozuki, 12, Fresno
- **Girl Scouts of California's Central Coast:** Brisa Torres, 9, King City; Arabella Staufenberg, 10, Cambria; Ashley-Lynn Fastenau, 18, Ventura
- **Girl Scouts of Greater Los Angeles:** Casey Hammack, 6, Pasadena; Eleanor Massey, 7, Arcadia; Adriana Marcil, 8, Stevenson Ranch
- **Girl Scouts of San Geronimo Council:** Kaylee Gallo, 6, Perris; Amanda Olachea, 8, Moreno Valley; Viviana Rendon, 13, Fontana
- **Girl Scouts of Orange County:** Iman Kadri, 8, Yorba Linda; Sydney Oducado, 9, Yorba Linda; Emma Meza, 10, Long Beach
- **Girl Scouts San Diego Council:** Samantha Kim, 6, Rancho Santa Fe; Madison Rice, 7, El Centro; Maria Isabella Burritt, 10, San Diego

About Girl Scouts in California

Girl Scouts, the preeminent leadership development organization for girls, is celebrating its 100th anniversary during 2012. Girl Scouts is the leading authority on girls' healthy development, and builds girls of courage, confidence, and character, who make the world a better place. In California, more than 200,000 Girl Scouts from every social and economic background are developing values, skills and abilities for success in the 21st century. According to a recent study conducted by the Girl Scout Research Institute in conjunction with an independent research firm, women who were Girl Scouts as children display significantly more positive life outcomes than non-Girl Scout alumnae. Girl Scout alumnae have higher perceptions of self, higher rates of volunteerism and civic engagement, higher rates of college education and higher household incomes than non-alumnae. To join, volunteer, reconnect with or donate to Girl Scouts, visit www.GirlScouts.org.

About the CMPB

The California Milk Processor Board was established in 1993 to make milk more competitive and increase milk consumption in California. Awareness of GOT MILK? is over 90% nationally and it is considered one of the most important and successful campaigns in history. GOT MILK? is a federally registered trademark that has been licensed by the national dairy boards since 1995. The CMPB's Spanish-language campaign began in 1994 using the tagline "Familia, Amor y Leche" (Family, Love and Milk). The TOMA LECHE (Drink Milk) campaign replaced it in 2006, following a growing trend in Hispanic food advertising that uses wit and humor to reach audiences. GOT MILK? gifts and recipes can be viewed at www.gotmilk.com and www.tomaleche.com. The CMPB is funded by all California milk processors and administered by the California Department of Food and Agriculture.