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Speaking for the Social Media Generation: Cast Your Vote for the Next "Levi's® Girl"

Online Voting Poll Open from Feb. 16-23 at [Levi's® Facebook Page](#)

SAN FRANCISCO (February 16, 2011) – The Levi's® brand opens voting today with five finalists for the next "Levi's® Girl," the online voice of Levi's® women. Inviting Levi's® fans across the globe to cast their vote, the Levi's® brand will award the winner with a six-month position at the company's corporate headquarters in San Francisco. Videos and information on the finalists are available at the [Levi's® Facebook page](#). The voting polls are open for one week – February 16-23 – and Levi's® fans are encouraged to vote for their favorite voice for the community.

Levi's® fans from across the U.S. and the U.K. nominated themselves via online videos during a three-week submission process. The "Levi's® Girl" will gain exposure to the creative process at Levi's® working alongside the "[Levi's® Guy](#)" while sharing her unique observations and insight via the "Levi's® Girl" [blog](#). She will also engage in ongoing discussions at the [Shape What's to Come™](#) community, Levi's® online community where Millennial women around the world can connect with peers and mentors to shape their futures. The winner will be announced on March 7.

THE FINALISTS:

- **Alyssa Nimedez** hails from the Bay Area (Fremont, CA) and credits her mom as her biggest supporter.
- **Emily Hartridge**, a native of London, loves horror movies and making people laugh.
- **Emily Sklar**, a San Francisco girl, plans to continue making the world around her a vibrant and positive place through her three websites on photography and design.
- **Fajr Muhammad**, from Philadelphia, plans to write several books, start an online vintage store and continue to inspire women daily with her blog.
- **Gabrielle Dolceamore** enters the contest from Brooklyn and aspires to own her own business and blog professionally.

"With all the fantastic submissions we received, it was an extremely tough decision to narrow it down to only five finalists," said Kristin Bannister, Levi's® Director of Women's & Digital Marketing. "We think any one of these five savvy candidates will succeed at bringing the Levi's® women's brand voice to life."

ABOUT THE SHAPE WHAT'S TO COME™ COMMUNITY

The proverbial path that once existed into adulthood – education, career, marriage, family – has been blurred. Today, young women are presented with a complex web of opportunities that are theirs for the taking. And while the possibilities and uncertainties that come with so many options can be daunting, we are going forth. We simply need a wider range of unconventional guidance and direction to help weave together our many interests and ambitions.

This is why the Levi's® [Shape What's to Come™](#) online community was created, based around shared interests and passions, regardless of age or location. It's a place where we can seek perspective and support from women like ourselves...and maybe not like ourselves.

We think of it as mentorship, reimagined, where each of us can both inspire and be inspired. It's a place to negotiate our complex choices and to savor ideas from around the globe. It can be as simple as sharing goals and getting a dose of inspiration, or it can turn into actual connections: the spark of an opportunity, the launch of a career, or the beginning of a great adventure. This is the place where women come together to [Shape What's To Come™](#).

ABOUT THE LEVI'S® BRAND

The Levi's® brand epitomizes classic American style and effortless cool. Since their invention by Levi Strauss and Jacob Davis in 1873, Levi's® jeans have become the most recognizable and imitated clothing in the world – capturing the imagination and loyalty of people for generations. Today, the Levi's® brand portfolio continues to evolve through a relentless pioneering and innovative spirit that is unparalleled in the apparel industry. Our range of leading jeanswear and accessories are available in more than 110 countries, allowing individuals around the world to express their personal style. For more information about the Levi's® brand, its products and stores, please visit www.levi.com.

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