



BE GREAT

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BE CREATIVE: Youth Wins Regional Club Tech Digital Arts Festivals in Music Tech *Boys & Girls Club Member to Compete for National Title and Prizes*

SAN ANTONIO, JUNE 20, 2010 – For the 8th Annual Club Tech Digital Arts Festivals, Boys & Girls Club members across the country were encouraged to follow in the footsteps of notable Boys & Girls Club alumni such as Denzel Washington, Mario Lopez and Usher, and *BE Creative* in depicting the greatness within their Club. Boys & Girls Clubs of San Antonio member **Christie Gallegos** was encouraged to engage in unique forms of artistic expression to create a digital piece of art in the **Music Tech** category. Her entry, entitled ***Reach for the Stars***, not only creatively captured this theme, but it brought home the top honor for the Southwest region in the 10-12 age group. Gallegos received a \$75 Best Buy gift card with her award.

The Digital Arts Festivals are a dynamic component of the national Club Tech program, a partnership between Boys & Girls Clubs of America, founding sponsor Microsoft and Comcast with the goal to provide youth with the skills needed to thrive in a technology-driven world.

In contests held locally, regionally and nationally, the Digital Arts Festivals celebrate the creativity and technical abilities of area Boys & Girls Club members. Members are encouraged to combine these elements to generate a digital masterpiece in one of four categories—photo illustration, music production, filmmaking and graphic design. Members created artwork that reflected this year's theme "BE CREATIVE." From magazine ads and bumper stickers or billboards, to clay animations or PSAs and digital music, the artwork was judged based on age, artistic merit and demonstrated technological skills of the members.

"Technology know-how is almost always expected in the world today. Thus, it is important that we help spark the imagination, and help our youth discover potential career paths so that they will be well-prepared for the future. The Club Tech Digital Arts Festival does just that. It helps develop members' creativity and allows them to play with the limitless possibilities of their imagination," said Karen McDonald, vice president,

Program & Youth Development Services at Boys & Girls Clubs of America. “The experience gained from this event will help carry our young people through grade school into college and into the career world.”

Through Club Tech, members are introduced to the world of clay animation, robotics, game design, digital movie making, photo illustration, graphic design, music production and Web design. Youth follow an interactive, age-appropriate curriculum and complete various projects throughout the year.

National teen winners receive an expenses-paid summer trip that includes sightseeing and job-shadowing experiences. In years past, winners have visited the headquarters of Microsoft in Seattle, Best Buy in Minneapolis and Boys & Girls Clubs of America in Atlanta to get a behind-the-scenes peek at potential careers.

This year, teens (ages 13-18) will venture to Atlanta for four days and four nights of fun-filled educational and career exploration experiences. Winners in the youth division (ages 6-12) will receive \$500 per category to the Club to hold an event or day trip to honor their national winners.

The Festivals are just one way that Boys & Girls Clubs of America, founding sponsor Microsoft and Comcast hope to technologically enable more than 4.2 million youth served by some 4,000 Clubs nationwide and abroad through Club membership and community outreach. Club Tech also provides software, develops and delivers curricula, and provides program management and computer training for staff and youth. The sponsorship allows Clubs to integrate technology into every aspect of the organizations' fabric, from overall management to core programs.

About Boys & Girls Clubs of America's Club Tech Program

Club Tech was created by Boys & Girls Clubs of America (www.bgca.org) and Microsoft (www.microsoft.com) in 2000 to technologically enable Clubs worldwide, transforming Clubs from “swim and gym” to “point and click.” Partnering with longtime supporter Comcast (www.comcast.com) and Microsoft, BGCA provides technology program access to some 4.2 million youth served through Club membership and community outreach at some 4,000 Clubs. By leveling the virtual playing field, kids of all ages and circumstances now have access to the same resources and skills to help them discover their world, expand creativity, perform better in school, and eventually take their technology know-how into the workplace.

About Boys & Girls Clubs of San Antonio

Founded in 1939, the Boys & Girls Clubs of San Antonio serves more than 5,800 members annually at five branch locations and 33 on-site school locations. The Clubs provide after school and summer programs that develop assets, values and skills in youth ages six-to-18 years old, paying particular attention to those who need these programs most. As a result of the Clubs' programs, young people are inspired and enabled to realize their full potential as productive, responsible and caring citizens. For more information, visit the Boys & Girls Clubs of San Antonio website at: www.BeGreatSA.org.

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