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**BE CREATIVE: Four Sarasota County Youth
Win Regional Boys & Girls Club Tech Digital Arts Festival**

Boys & Girls Club Members to Compete for National Title and Prizes

(SARASOTA, FL) (June 7, 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. In Sarasota County, four BGC Club Tech Members won top regional awards, and Celeste Curtis, a member of the Robert and Joan Lee Club in Venice became the 2010 National winner for Photo Tech in the 13-15 age group winning an expenses-paid trip to Atlanta to learn about real world application of the skills learned through the program.

In contests held locally, regionally and nationally, the Digital Arts Festivals celebrate 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.

Winners from the Boys & Girls Clubs of Sarasota County:

National Winner: Celeste Curtis of the Venice Boys & Girls Club created a magazine ad depicting a "hero" member on the cover of a magazine illustrating how Boys & Girls Clubs make champions. (Submission shown below.)



Regional Winners:

Alex Gomez of the Lee Wetherington Club created a China Smith billboard advertisement to show that Boys & Girls Clubs positively influences kids to become successful adults regardless of ethnic background or financial circumstances.

Courtney Hall and Kara Lescarbeau of Lee Wetherington Club together created a "Be Great Graduate" public service announcement to inspire youth to work hard in school and graduate, because a high school diploma will get you a better job and a better life. The PSA also serves to educate kids on the benefits of graduating high school and the consequences of dropping out.

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. 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.

"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."

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 long-time 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 the Boys & Girls Clubs of Sarasota County:

The Boys & Girls Clubs of Sarasota County have played an integral role in the Sarasota County community for more than 40 years, providing daily programs and services to thousands of young people. The Mission of the Boys & Girls Clubs of Sarasota County is to enable all young people, especially those who need us most, to reach their full potential as productive, caring, responsible citizens.