



Media Contact: Erin Kieft
Director of Marketing and Special Events
Phone: 303.892.9200 x 102
Email: ErinK@bgmcd.org

FOR IMMEDIATE RELEASE

MICROSOFT BRINGS STATE-OF-THE-ART TECHNOLOGY TO BOYS & GIRLS CLUBS OF METRO DENVER

From filmmaking to robotics, Center of Excellence offers youth 21st century tech skills

Denver – July 14, 2011 – Boys & Girls Clubs of Metro Denver will open the state’s first Club Tech Center of Excellence on July 21, 2011. The technology center, sponsored by Microsoft, is one of 11 nationwide across the Boys & Girls Club network of nearly 4,000 locations and will give City youth access to fully loaded computers with cutting-edge software and hardware.

Centers of Excellence represent the evolution of Club Tech, a Boys & Girls Clubs of America (BGCA) program initiated by a \$100 million donation from Microsoft in 2000 to provide software, training and development of a digital literacy curriculum. In 2010, Comcast joined as a partner in delivering essential digital literacy training for young people. Currently, nearly one million kids and teens participate in the Club Tech program every year at more than 3,600 Boys & Girls Clubs around the world.

The Center of Excellence Grand Opening celebration will take place at 4:00 p.m. on Thursday, July 21 at the Robert M. Shopneck Boys & Girls Clubs branch, located at 1800 Longs Peak Street in Brighton, Colo. The ribbon-cutting event will feature speakers including John Arigoni, President and CEO of Boys & Girls Clubs of Metro Denver, Jeanine Houck, the Shopneck Branch’s Technology Program Specialist, and remarks from several Microsoft representatives including Michael Clark, Regional General Manager, and Akhtar Badshah, Senior Director of Global Community Affairs.

“We are proud to add the new Club Tech Center of Excellence as an upgrade to our technology program offerings for young people,” says John Arigoni. “We will be able to help foster an interest in technology and develop related skills, which will help them build a great future.”

The Club Tech Center of Excellence will feature the latest Microsoft software and technology including Windows 7, Microsoft Office 2010, robotics programming, music, photography and film editing, web and graphic design software.

“Children today are using technology in new ways to interact and connect with peers and develop new skills,” said Michael Clark, regional general manager, Microsoft Corp. “By making the experience fun, compelling and fresh, we can engage Denver children coming into the clubs, fostering an atmosphere of learning and collaboration. Moreover, there are still millions of kids who need access to technology, and we are committed to helping to make that possible through our continued partnership with BGCA.”

In addition to technical skills, the Club Tech program encourages critical thinking, project management and problem-solving skills. To help foster these skills, Club Tech Centers of Excellence will include designated and specially designed instructional and exploratory zones, where youth will learn and master technology fundamentals through classes and individual project work.

- more -

"I am so proud the Brighton Boys & Girls Club is the first in Colorado to receive this cutting edge computer software," stated Rep. Ed Perlmutter (CO-07). "Computer skills are key for our children's educational development in today's world. I want to thank Microsoft and Comcast for their efforts in helping some of our most at-risk young people in Colorado and the nation with their computer learning technology. Boys & Girls Clubs continues to be a safe place for kids to have fun and learn."

To learn more about Boys & Girls Clubs of Metro Denver's technology program or to schedule an interview for the Center of Excellence Grand Opening, please contact Erin Kieft at erink@bgcmd.org or by calling (303) 892-9200 ext. 102.

###

About Boys & Girls Clubs of Metro Denver

The mission of the Boys & Girls Clubs of Metro Denver is to inspire and enable young people, especially those from disadvantaged circumstances, to realize their full potential as productive, responsible, and caring citizens. Since 1961, BGCMD has been helping kids, ages 6-to-18, achieve academic success, live healthy lifestyles, and develop good character and citizenship. The organization operates nine safe neighborhood branches throughout metro Denver and a residential summer camp. Learn more at www.GreatFuturesDenver.org.

About Club Tech

Club Tech was created by Boys & Girls Clubs of America and Microsoft in 2000 to technologically enable Clubs worldwide, transforming Clubs from "swim and gym" to "point and click" destinations. Partnering with longtime supporter Comcast (www.comcast.com) and Microsoft, BGCA provides technology program access to some 4.1 million youth served through Club membership and community outreach at nearly 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.