



2013-14 National Photography Program

NATIONAL PHOTOGRAPHY PROGRAM ANNOUNCEMENT RELEASE

NEWS RELEASE

For Immediate Release

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BOYS & GIRLS CLUBS OF METRO PHOENIX ANNOUNCES PHOTOGRAPHY PROGRAM FOR CLUB YOUTH

Phoenix, AZ November 19, 2013 – Boys & Girls Clubs of Metro Phoenix announces the introduction of the National Photography Program, sponsored by Sony Electronics Inc. The Program teaches youth the art and science of photography, and it includes Boys & Girls Clubs of America (BGCA)'s ImageMakers National Photography Contest, which has a rich, 50-plus-year history in Boys & Girls Clubs, and the photography category of the Digital Arts Festivals.

Sony also provided photography equipment so youth at the Boys & Girls Clubs of Metro Phoenix have access to high-quality tools to use during the Program. The package includes several Sony point-and-shoot cameras, Sony interchangeable lens cameras and Sony VAIO computers, as well as a stipend to help offset printing and other photography-related costs. With more than 38,000 kids participating annually, the Program seeks to engage youth to explore and build their skills in photography, digital arts and self-expression.

"We are pleased to offer a photography program at our Club and know our Club members will benefit greatly from the education and opportunities made possible through the National Photography Program," said Bridget McDonald, Vice President of Club Operations. "We are grateful to Sony Electronics for their support in providing access to programs and tools in the area of photography to engage all young people in the arts."

Through a national partnership with BGCA, Sony is sponsoring two arts festivals to honor talented youth: ImageMakers National Photography Contest and the photography category of BGCA's Digital Arts Festivals, where youth manipulate photos using digital technology. The ImageMakers National Photography Contest invites youth age 6-18 to capture photographs in four different categories: culture and tradition, surroundings, portraits and photo with essay or poem. Club youth complete projects that compete in regional BGCA art shows. Regional winners then go on to compete for national recognition and additional education opportunities.

"We are proud to partner with BGCA to expose youth to the arts through technology by providing access and training so they can explore creative outlets for personal development," said Ed Wallace, vice president



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of community affairs at Sony Electronics. "At Sony, we believe in fostering the idea that anything imaginable can be made real. Together with BGCA, we're inspiring and empowering passionate, innovative future leaders and artists."

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About Sony Electronics

Headquartered in San Diego, Sony Electronics is a leading provider of audio/video electronics and information technology products for the consumer and professional markets. Operations include research and development, design, engineering, sales, marketing, distribution and customer service.

Sony is noted for a wide range of consumer audio-visual products, such as the BRAVIA® LCD and 3D high-definition televisions, Cyber-shot® digital camera, Alpha Digital SLR camera, Handycam® camcorder and Walkman® personal stereo. Sony is also an innovator in the IT arena with its VAIO® personal computers Reader devices and Sony Tablets; and in high-definition professional broadcast equipment, highlighted by the XDCAM® HD and CineAlta™ lines of cameras and camcorders, and the SXRD™ 4K digital projector. For more information, visit www.sony.com/news or join the Sony Community: www.sony.com/blog; www.facebook.com/SonyElectronics; www.twitter.com/SonyElectronics; www.youtube.com/SonyElectronics; and www.pinterest.com/SonyElectronics.

About Boys & Girls Clubs of America

For more than 100 years, Boys & Girls Clubs of America (GreatFutures.org) has enabled young people most in need to achieve great futures as productive, caring, responsible citizens. Today, more than 4,000 Clubs serve nearly 4 million young people annually through Club membership and community outreach. Clubs are located in cities, towns, public housing and on Native American lands throughout the country, and serve military families in BGCA-affiliated Youth Centers on U.S. military installations worldwide. They provide a safe place, caring adult mentors, fun, friendship, and high-impact youth development programs on a daily basis during critical non-school hours. Priority programs emphasize academic success, good character and citizenship, and healthy lifestyles. In a Harris Survey of alumni, 57 percent said the Club saved their lives. National headquarters are located in Atlanta. Learn more at <http://www.bgca.org/facebook> and <http://bgca.org/twitter>.

About Boys & Girls Clubs of Metro Phoenix

Since 1946, the Boys & Girls Clubs of Metro Phoenix has empowered all youth—especially those who need us most—to reach their full potential as caring, productive, responsible citizens. Each year, 23,000 youth benefit from our life-changing programs and services at 12 Clubhouses, outreach programs in local schools, and Dental Clinic. Visit www.bgcmp.org for more information.