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Globaloria Students from Astoria, NY to Receive ESA LOFT Grant for Developing a Video Game Promoting Social Change

Three fifteen-year-old students from The Young Women's Leadership School of Astoria – Geraldine Agredo, Daniela Leguisamo and Michelle Rivas-Molina and 17 other Minority Youth to be Celebrated on Capitol Hill and at the White House in Washington, D.C. on December 4

WASHINGTON, DC – December 5, 2013 – The Entertainment Software Association (ESA) and Hispanic Heritage Foundation's (HHF) Leaders on the Fast Track (LOFT) today announced three Globaloria students from The Young Women's Leadership School of Astoria in NY (TYWLSA), Geraldine Agredo, Daniela Leguisamo and Michelle Rivas-Molina, as recipients of the ESA LOFT Video Game Innovation Fellowship. The 20 ESA LOFT Video Game Innovation Fellows, minority youth aged 15 to 25 from across the country, were awarded \$1,000 grants for creating video games that seek solutions to problems in their communities.

The three TYWLSA students developed an interactive, educational game called "Animal Frenzy: Identify Animals in Spanish for Bilingual Education" through the school's Globaloria program. They collaboratively invented, coded and published their game as part of their formal school curriculum over a full year. As Fellows, Agredo, Leguisamo and Rivas-Molina were part of the following activities on December 4th in Washington, D.C.

- 10:00 – 11:30 a.m. – Gaming for Good: *Redefining Innovation and STEM for Youth* Senate Visitor Center Room 202-203, Capitol Hill
- 1:00 – 2:00 p.m. – White House Briefing, Eisenhower Executive Office Building
- 6:30 – 8:30 p.m. – ESA/HHF-LOFT Reception in Washington, D.C.

"At the core of the ESA LOFT Video Game Innovation Fellowship is the belief that using technology for social change or career paths is essential to not only the advancement of minority communities, but America as a nation," said Jose Antonio Tijerino, president and CEO of HHF. "Through this creative partnership with the ESA, we are engaging youth on their terms,

through video games. The link from playing a video game to developing one to computer coding, cybersecurity and other skills gap areas is evident and that's also what we are trying to leverage through this program. The team's idea for a video game demonstrates the impact of their creativity and knowledge can have on society."

"The ESA LOFT Video Game Innovation Fellowship shows how games are more than a means of entertainment, but also a valuable tool for change in our society," said Rich Taylor, senior vice president of communications and industry affairs at the ESA. "We are proud to offer this opportunity that will help create real change in minority communities through the unique platform only video games can provide."

The Fellows were selected on their vision, creativity, and potential impact on their community. Each of the 20 Fellows will receive a \$1,000 grant to further their ideas and will be tracked by the LOFT team to sustain the impact of their effort.

"We are so pleased that these three students from The Young Women's Leadership School are being recognized for their creativity and innovation. We know that in today's innovation, digital and knowledge-driven world, only digitally-literate youth – that is youth able to both create and consume web-based media – will thrive professionally and civically. These girls are the inspiration for our future. We are so happy to be partnering with HHF and ESA to encourage more youth to take the leap towards CS and STEM learning, and together change the landscape of opportunity for every young person, everywhere. That is the mission of Globaloria.," said Amber Oliver, Vice President of Partnerships and Operations at Globaloria.

About Globaloria

Globaloria is the first-of-its-kind K12 learning platform (or MOOC) with courses to teach computer science, game design, and coding. Globaloria has served over 10,000 students and educators in nine states and 20 countries to date, and is presently serving 3,000 participants in five states: California, New York, Texas, West Virginia and Wyoming, making Globaloria the nation's largest education innovation of its kind. Research has shown that Globaloria is scalable and effective, educates students in technical and computational skills, and content knowledge that results in improved academic performance and increased digital learning abilities. Globaloria helps rethink learning and education systems to engage youth in STEM and prepare them for college studies, digital citizenship, and careers in the global knowledge economy. For more information on Globaloria, visit www.Globaloria.org or follow us on Twitter at @Globaloria.

About ESA

ESA offers services to interactive entertainment software publishers, including conducting business and consumer research, providing legal and policy analysis and advocacy on First Amendment, intellectual property and technology/e-commerce issues, managing a global anti-piracy program, owning and operating E3, and representing video game industry interests in federal and state government relations. For more information, please visit www.theESA.com or follow us on Twitter at @RichatESA or @ESAGovAffairs.

About Hispanic Heritage Foundation and Leaders on Fast Track (LOFT)

LOFT is HHF's award-winning, leadership and workforce development program focused on America's "priority fields" including STEM and innovation. Tens of thousands of students and young professionals are connected to each other; prepared through trainings, priority-field-tailored symposia, workshops, and Charlas; and hundreds are placed into internships,

mentorships, fellowships and full-time positions with Fortune 100 companies and government agencies. Visit www.LOFTinnovation.org. Join and follow LOFT on Facebook <https://www.facebook.com/groups/hhfloft/> and Twitter - @LOFTInstitute.

HHF was established by the White House in 1987 and believes that through innovation across all fields that Latinos are the leaders of today, not tomorrow. HHF also promotes Latino cultural pride, accomplishment, and the great promise of the community through public awareness campaigns seen by millions. Visit www.HispanicHeritage.org. Join and follow HHF on Facebook at <https://www.facebook.com/hispanicheritage> and Twitter @HHFoundation.

Please visit www.LOFTinnovation.org for the names and game ideas of the other Fellows:

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