



Boys & Girls Clubs of Canada  
Clubs Garçons & Filles du Canada

## MEDIA RELEASE

### **Kids' Creative Talent Shines through in 2006 National ICAN Digital Arts Contest**

*Boys and Girls Clubs of Canada and Microsoft Canada Announce winners of 2006 Contest*

**FOR IMMEDIATE RELEASE: (Markham, July 7, 2006)** – Boys and Girls Clubs of Canada (BGCC) and Microsoft Canada are encouraging the creative spirit in kids and exposing them to the arts and digital media, through the **ICAN Digital Arts Contest**. The national contest, supported by Microsoft Canada since 2004, offers an important creative outlet for club members that allows them to test the technology skills they are learning at Clubs across the country.

“Thanks to Microsoft Canada’s support of the ICAN Digital Arts Contest, Boys and Girls Clubs are able to offer young people the chance to learn about the arts and experiment with new creative technologies they very often don’t have access to at home or at school in their communities,” said Pam Jolliffe, President and CEO, Boys and Girls Clubs of Canada. “The Contest also offers a fun way to encourage kids to learn essential computer skills, while developing their creativity, which will help them succeed both in school and in their future careers.”

Boys and Girls Club members from across Canada submitted a variety of impressive digital creations in three categories: *Web Design*, *Digital Photography* and an *Other* category which includes: *Digital Video*, *Music* and *Graphic design*. Submissions were separated into two age groups: 12 years and under and 13-18. Twelve winning entries were selected based on their degree of innovation, creative use of technology, original content and the new art and technology skills gained through the project. Winning entries can be viewed on the BGCC website at [www.bgccan.com](http://www.bgccan.com).

This year, BGCC and Microsoft are also awarding a special, one-time “Rising Star” award to Joey Lawrence (16), from the Boys and Girls Clubs of Kawartha Lakes in Lindsay, Ontario, for his moving and skilled experimentation with digital photography. This award was created by the Contest judges and includes a cash prize of \$1,000, donated by Is Five Communications and BGCC, for the purchase of professional photography equipment, and an “opportunities bundle” from Microsoft that will include networking, mentoring and exposure to opportunities in digital new media.

“The projects I’ve done were completed because of my passion and vocation towards art,” said Joey. “I’m just glad to see BGCC and Microsoft are helping people like me reach their full potential with opportunities like this.” Joey plans to go to film school after completing high school. More of Joey’s work can be viewed at his website at [www.joeyl.com](http://www.joeyl.com).

To help club members with their digital creations, each club was provided with a comprehensive package of age-appropriate tutorials on CD ROM, through BGCC’s Cantech program also supported by Microsoft. Club staff and volunteers used these online, step-by-step tutorials to assist children with producing their contest entries and teach them about digital photography, web and graphic design, digital video and music production.

“Through our support of BGCC’s ICAN Digital Arts Contest and Cantech program, Microsoft Canada aims to provide Canadian children and youth with access to technology tools and education to help level the playing field for all kids, so that every child has an equal opportunity to realize his or her potential in our increasingly digital world,” said Gavin Thompson, Director of Community Affairs, Microsoft Canada.

Contest winners will each receive a prize pack full of digital gadgets to encourage their further creative development including digital cameras, print makers, MP3 players and more. The Boys and Girls Club where the winning individuals are members will also receive a brand-new, fully loaded, multi-media computer system and DVD camcorder, thanks to Microsoft Canada.

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### **About Boys and Girls Clubs of Canada**

Boys and Girls Clubs of Canada is a leading provider of programs that support the healthy physical, educational and social development of more than 163,000 children, youth and their families each year. In 700 community locations across Canada, clubs offer after-school programs in physical recreation, technology, the arts, personal growth and more. Many clubs also provide meals, emergency shelter, family support programs and other supports to children and youth at risk. Boys and Girls Clubs have been helping young Canadians to discover, develop and achieve their potential, for over 100 years. To learn more, visit [www.bgccan.com](http://www.bgccan.com).

### **About Microsoft Canada**

Established in 1985, Microsoft Canada Co. is the Canadian subsidiary of Microsoft Corporation (Nasdaq "MSFT") the worldwide leader in software, services and Internet technologies for personal and business computing. Microsoft Canada provides nationwide sales, marketing, consulting and local support services in both French and English. Headquartered in Mississauga, Microsoft Canada has 10 regional offices across the country dedicated to empowering people through great software - any time, any place and on any device. Visit Microsoft Canada's web site at [www.microsoft.ca/ican](http://www.microsoft.ca/ican)

## **2006 ICAN Digital Arts Contest Winners:**

### **AGE GROUP: 12 and under**

#### ***Category: Digital Photography***

1<sup>st</sup> "**Gerrard Boys**" - Toronto Kiwanis Boys and Girls Clubs - Gerrard Unit, Toronto, ON.  
Artists: Phoenix Gutierrez (9), Dillon Ferguson (10)

2<sup>nd</sup> "**Joy Ride**" - Boys and Girls Clubs of Kawartha Lakes, Lindsay, ON.  
Artist: Logan Deyell (6)

3<sup>rd</sup> "**Ball Pit Monster**" - Boys and Girls Clubs of Kawartha Lakes, Lindsay, ON.  
Artists: Kira Dunlop (6), Samantha Jenkins (6), Marissa Currell (8), Samantha Cunday (10)

#### ***Category: Web Design***

1<sup>st</sup> "Video Game" - Boys and Girls Clubs of Calgary, Calgary, AB.  
Artist: Daniel Denboer (9)

#### ***Category: Other***

1<sup>st</sup> "**West Side Story**" - West Scarborough Boys and Girls Club, Toronto, ON  
Artists: Mahlet Sintayehu (11), Mahlet Tilahun (10), Brianne Balgobin (10)

2<sup>nd</sup> "**A Child's Mind at Play**" - Okanagan Boys and Girls Clubs, Kelowna, BC.  
Artists: Allie Ouellette (9), Bailie Brown (10), Chloe Grayson (10), Josette Toft (8)

3<sup>rd</sup> "**Emily Quick**" - Boys and Girls Club of London, London, ON.  
Artist: Emily Quick (8)

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**AGE GROUP: 13 -18**

***Category: Digital Photography***

1<sup>st</sup> **“Design Project”** - Dovercourt Boys and Girls Club, Toronto, ON.  
Artists: Brian Pereira (15), Jerry Qui (13), Andre de Oliveira (15)

2<sup>nd</sup> **“Don’t Judge a Book by its’ Cover”** - Toronto Kiwanis Boys and Girls Club - T.P. Loblaw Unit, Toronto, ON.  
Artist: Nicole Penacho (15)

***Category: Other***

1<sup>st</sup> **“Run Away with the Wind”** - Boys and Girls Clubs of Calgary, Calgary, AB.  
Artist: Sabrina Islam (14)

2<sup>nd</sup> **“Superslick Allstars”** - Boys and Girls Club Services of Greater Victoria, Victoria, BC.  
Artist: Sean Richardson (15)

3<sup>rd</sup> **“Club on Top of the Town”** - Charlotte County Boys and Girls Club, Charlotte County, NB.  
Artists: Raymond O’Neill (17), Deanna Baxter (15), Jenn McArthur (15)

**CONTACT:**

Carol Davies  
Director, National Communications  
Boys and Girls Clubs of Canada  
905/477-7272 Ext. 234  
[cdavies@bgccan.com](mailto:cdavies@bgccan.com)