



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

## MEDIA RELEASE

### Boys and Girls Clubs of Canada and Microsoft Canada Announce 2005 I CAN Digital Arts Contest Winners.

**FOR IMMEDIATE RELEASE: (August 24, 2005)** – Boys and Girls Clubs of Canada (BGCC) is pleased to announce the selection of the 2005 winners of the **I CAN Digital Arts Contest**. The national contest, supported by Microsoft Canada since 2004, offers young people from Boys and Girls Clubs across Canada the opportunity to explore their creativity using digital technology in the areas of web design, video, music, graphic design and digital photography.

Boys and Girls Club members submitted a variety of digital creations in three different categories: *Web Design*, *Digital Photography* and an *Other* category which included: *Digital Video*, *Music* and *Graphic design*. Submissions were also separated into two age groups: 6 – 12 and 13 – 18. Twelve winning entries were selected. Winners were chosen for demonstrating innovative, creative use of technology, original content and new skills gained through the project. Winning entries can be viewed on the BGCC website at [www.bgccan.com](http://www.bgccan.com).

Two grand prize contest winners in the 6 – 12 age group, Bendna and Shai from the City of Kawartha Lakes Boys and Girls Club explained the process they went through to create their digital project. "It was awesome! We were inspired by movies like Shrek and The Incredibles. First, we brainstormed for ideas and a story. Then we wrote out the story. Then we made story boards and drew them in. Then we made characters out of Model Magic. Finally, we photographed the action and put it together on our computer."

"The I CAN Digital Arts Contest is a wonderful and tremendously important opportunity for our young people to experiment with new technologies that they may not otherwise have access to, while learning valuable skills that will serve them well both in school and in their future careers." said Pam Jolliffe, National Executive Director, Boys and Girls Clubs of Canada. "Thanks to Microsoft, 100,000 children and youth across Canada are getting the chance to explore their digital potential."

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 (Cantech helps clubs to provide greater access to technology tools and level the playing field for children and youth who otherwise may not have the chance to learn computer skills). Club staff and volunteers used these online, step-by-step tutorials to assist children with producing their contest entries, by teaching them about digital photography, web and graphic design, and digital video and music production.

Contest winners will each receive a package of "cool" digital gadgets including an MP3 player, and a digital camera with print maker. The Boys and Girls Club where the winning individuals are members will also receive a brand-new, fully loaded, multi-media computer system, thanks to Microsoft Canada.

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"By supporting the Digital Arts Contest, Microsoft Canada hopes to provide Canadian children and youth with access to technology tools and education to help them realize their potential in our increasingly digital world," said Gavin Thompson, Director of Community Affairs at Microsoft Canada. "It also offers young people a chance to discover how to use new media technology to develop and explore their individual creativity and, most importantly, have a lot of fun."

### **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 150,000 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)

### **For more information:**

CONTACT: Carol Davies  
Manager, National Communications  
Boys and Girls Clubs of Canada  
Ph: (905) 477-7272  
[cdavies@bgccan.com](mailto:cdavies@bgccan.com)

### **2005 I Can Digital Arts Contest Winners**

**AGE GROUP: 6 - 12**

***Category: Digital Photography***

**Winner: Milk Goes Digital** – City of Kawartha Lakes Boys and Girls Club, Ontario  
Artists: Mason Mullen-Harrison, Patrick Queen, Justice Wannamaker, Nicholas Verwey

...Page 3

2<sup>nd</sup> place: Project 1 – Albion Boys and Girls Club, Ontario  
Artists: Gurnatin Chahal, Achaebe Fraser

3<sup>rd</sup> place: Project 2 – Albion Boys and Girls Club, Ontario  
Artist: Mishal Mufti

*Category: Web Design*

**Winner: Sportz.ca** – Bonnyville Youth Club, Alberta  
Artist: Lauren Vincent

2<sup>nd</sup> place: Yugioh – Boys and Girls Club of London, Ontario  
Artist: Sean Walter

*Category: Other – Digital Video*

**Winner: Arts and Crafts Table (when no one's looking)** – City of Kawartha Lakes Boys and Girls Club, Ontario  
Artists: Bendna Pabla, Shai Minaker

2<sup>nd</sup> place: Best Friends at the Boys and Girls Club – Boys and Girls Club of Greater Vancouver, Fraserview Unit, British Columbia  
Artists: Nisha Bassra, Natalya Sanchez, Yen Truong, Coral Narayan

3<sup>rd</sup> place: Uncle K's Sporting Goods – Boys and Girls Club Community Services of Calgary, Thorncliffe Club, Alberta  
Artist: Kevin Zhang

**AGE GROUP: 13 - 18**

*Category: Digital Photography*

**Winner: Untitled** – Saint John Boys and Girls Club, New Brunswick  
Artists: Mike Voutour, Jordan Buyers

*Category: Other -*

**Winner: Roberta's Final** – Langley Boys and Girls Club, British Columbia  
Artist: Roberta Heide

2<sup>nd</sup> place: Spiderman – Boys and Girls Club of London, Ontario  
Artist: Rafael Palomenque

3<sup>rd</sup> place: The Net –Le Net Boys and Girls Club of Lachine, Quebec  
Artist: Adam Hertzog