



**BOYS & GIRLS CLUBS
OF AMERICA**

SAMSUNG

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BOYS & GIRLS CLUBS OF AMERICA AND SAMSUNG TEAM UP TO PROVIDE KIDS AND TEENS THE OPPORTUNITY TO EXPLORE STEM AND CAREERS OF THE FUTURE

Boys & Girls Club of Newark marks the 12th makeover in partnership – adding new technology and tailored curriculum to encourage kids and teens to embrace STEM education

RIDGEFIELD PARK, N.J., April 12, 2016 – A brand new tech center equipped with the latest technology and STEM curriculum was unveiled at Boys & Girls Club of Newark today. The Club provides a safe haven for kids after school and extracurricular activities, including high-impact programming to positively engage students in STEM (science, technology, engineering and math) subjects. Club members will have access to the tools they need to prepare for careers in the digital age.

Samsung helped transform the Lachman Family STEM Center at the Boys & Girls Club of Newark into a high-tech Tween Tech Center offering Club members a modern and comfortable place to learn STEM after school hours. The space is outfitted with Samsung Galaxy Tablets loaded with a STEM-focused curriculum designed specifically for middle school-aged youth at Boys & Girls Clubs. Samsung also incorporated some of its other technologies, including Samsung 65" TVs and Samsung Level On headsets.

"The disparity in access to STEM education is a critical issue that needs to be address in our community," said Kavita Mehra, interim chief executive officer at Boys & Girls Club of Newark. "Thanks to Samsung's investment in the Club and the community, Boys & Girls Club of Newark will be able to provide nearly 1,000 members with the best opportunities in STEM education so that they are empowered to achieve their greatest potential."

Central Ward Councilwoman Gayle Chaneyfield Jenkins was in attendance.

Newark's Tween Tech Center will be the twelfth made possible at Clubs across the United States by the partnership between Boys & Girls Clubs of America (BGCA) and Samsung Electronics America. Over the past two years, BGCA and Samsung have created Tween Tech Centers at Clubs across the country, serving more than 11,000 members with a custom curriculum called Building Blocks that was developed by Scholastic and uploaded to the Samsung Galaxy tabs donated to the Clubs. Boys & Girls Clubs of

America held its last surprise tech makeover in Monterey, California on December 11, 2015. Samsung has also pledged to disperse an additional 600 tablets to other Clubs around the country by this spring.

[Click here](#) to view our latest Tween Tech Center makeovers.

“We believe in the power of STEM education and empowering young minds to embrace the skills that will prepare them for careers in the digital age,” said Ann Woo, senior director of corporate citizenship at Samsung Electronics America. “The Tween Tech Center is a resource that helps bring the kids’ learning and new ideas to life. It also gives them a chance to interact and bond with fellow members who share similar interests.”

At Boys & Girls Clubs, Samsung employees have worked together to clean and reorganize facilities, including sprucing up outside landscapes and organizing supplies, to foster an engaging and safe environment for students during the company’s semiannual Day of Service program. Also, Gregory Lee, the President and CEO of Samsung Electronics North America, was honored with the William “Jazz” Jones Award at the Boys & Girls Club of Newark’s annual Evening of the Stars gala last night.

For more than a decade, Samsung’s Hope for Children initiative has been focused on helping youth in underserved communities across the United States gain access to quality healthcare, technology resources and STEM education. In addition to the company’s work with Boys & Girls Clubs in Newark, Samsung is also supporting New Jersey communities through other local and national programs, including [emPower Tomorrow](#) and its [Solve for Tomorrow](#) contest.

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About Samsung Electronics America, Inc.

Headquartered in Ridgefield Park, NJ, Samsung Electronics America, Inc. (SEA), is a recognized innovation leader in consumer electronics design and technology. A wholly owned subsidiary of Samsung Electronics Co., Ltd., SEA delivers a broad range of digital consumer electronics, IT and home appliance products. Samsung is the market leader for HDTVs in the U.S and America’s fastest growing home appliance brands. To discover more of the award-winning products you love with Samsung, please visit www.samsung.com and for the latest Samsung news, please visit news.samsung.com/us and follow on Twitter @SamsungNewsUS.

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 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, 54 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>.