



NEWS RELEASE
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Mozilla, Afterschool Alliance Team Up for *Lights On Afterschool* Webmaker Challenge

Washington, DC — As part of the 15th annual celebration of *Lights On Afterschool*, Mozilla and the Afterschool Alliance have teamed up to create the [Lights On Afterschool Webmaker Challenge](#) – a simple, fun activity to help afterschool programs develop students’ webmaking and digital literacy skills. For the *Lights On Afterschool* Webmaker Challenge, students will design their own digital poster in support of *Lights On Afterschool* and their afterschool program, using Mozilla’s free [Webmaker](#) platform.

Six participating programs will be chosen at random to receive \$500 in afterschool support.

“The Afterschool Alliance is thrilled to be working with Mozilla on the *Lights On Afterschool* Webmaker Challenge,” said Afterschool Alliance Executive Director Jodi Grant. “I can’t imagine a partner better suited to help teach young people to be digitally literate than Mozilla, the nonprofit organization behind Firefox. With 8,000 separate *Lights On Afterschool* events around the nation, we’re looking forward to some wonderfully creative submissions, but mostly we’re eager to give children a chance to stretch their wings by learning a useful new skill.”

“As a partner of *Lights On Afterschool*, Mozilla wants to celebrate and empower afterschool programs to bring digital skills and hands-on making and learning to all young people,” said Mozilla Foundation Executive Director Mark Surman. “Our mission is to teach the world to be web literate, and we’re eager to have afterschool programs participate in the Webmaker Challenge in ways that unlock their creativity on the web.”

Afterschool programs can participate in the Webmaker Challenge by registering their *Lights On* event, and checking a box during the registration process to indicate they plan to participate. (Programs that are already registered can email lightson@afterschoolalliance.org to so indicate, using the same email they used to register their events.) A [Webmaker Challenge Teaching Kit](#) is available, and educators are invited to view an archived [Lights On Afterschool Webmaker Challenge webinar](#). Educators then work with youth in their programs anytime in October to [make digital posters](#) highlighting the value of their afterschool program to help celebrate *Lights On Afterschool* and build digital literacy skills.

Mozilla is also offering programs without online access the ability to participate offline.

Six participating programs will be chosen at random to win \$500. Two of these \$500 awards will go to programs that register for *Lights On Afterschool* and select the box for the Webmaker Challenge, and the other four \$500 awards will be given to programs that complete the Webmaker Challenge activity and earn a [Web Literacy Skill Sharer badge](#).

The 15th annual *Lights On Afterschool* is organized by the Afterschool Alliance. It will bring people together at thousands of community centers, science centers, malls, parks and recreation centers, state capitols and other venues to learn more about the many ways afterschool programs support students' success academically and in life.

A large and growing body of evidence demonstrates improvements in attendance, behavior, academic achievement and more among children who participate in afterschool programs. Researchers have also found that afterschool programs encourage increased parental involvement — an important building block for student success.

In advance of *Lights On Afterschool* 2014, the Afterschool Alliance will release new data from the nation's most comprehensive longitudinal survey of how America's children are spending their afternoons. "America After 3PM," a survey of more than 30,000 families, will provide new information on how participation and demand for afterschool have changed over the last decade and how they vary by state, income level, ethnicity, and more. For the first time, "America After 3PM" will include detailed data on STEM (science, technology, education and mathematics) and physical activity in afterschool. The forthcoming "America After 3 PM" report is funded by the Charles Stewart Mott Foundation, the Robert Wood Johnson Foundation, The Wallace Foundation, the Ford Foundation and the Noyce Foundation, with additional support from the Heinz Endowments, The Robert Bowne Foundation and the Samueli Foundation.

For a complete list of national *Lights On Afterschool* partners, please visit <http://www.afterschoolalliance.org/loaNatPartners.cfm>.

To find an event in your area, please visit <http://www.afterschoolalliance.org/loaFindEvent.cfm>.

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The Afterschool Alliance is a nonprofit public awareness and advocacy organization working to ensure that all children and youth have access to quality afterschool programs. More information is available at www.afterschoolalliance.org.