



NEWS RELEASE
June 28, 2004

CONTACT: Gretchen Wright
202/371-1999

“Things Can Get Pretty Ugly When You’re Bored”

New PSAs Encourage Afterschool Program Participation, Direct Kids to New Web Site Featuring Materials from Afterschool Youth

WASHINGTON, DC -- Bored kids can engage in some weird behavior. They talk to their socks, dance with their cats, squish their faces against windowpanes – or worse. But children attending afterschool programs have better, more constructive, educational and fun things to do. That is the message in a new series of Afterschool Alliance public service announcements (PSAs) targeting youth in their “tween” years. The spots are being distributed to media outlets around the nation this spring.

The Afterschool Alliance joined with The Advertising Council and the Charles Stewart Mott Foundation to launch the new youth campaign, which features television and print spots that target kids ages nine to 14. The PSAs are funded by grants totaling \$3 million from the Mott Foundation. The spots are the newest phase in the Afterschool Alliance’s highly successful public service campaign that was launched in November of 2000 to promote public support for afterschool programs.

Created by volunteer ad agency DDB Chicago, the new PSAs use humor to encourage kids to find out more about afterschool programs on the Alliance’s new youth-oriented web site, www.afterschoolscene.com.

Developed in partnership with the themusicedge.com, a new music-making resource for teens, and Nortel Networks Kidz Online, the new web site showcases afterschool efforts and innovations, and features information provided by afterschool students on activities, programs and projects in which they participate at afterschool programs. The site will also offer games, polls, bulletin boards, celebrity chats, and resource and activity finders. It currently features advice for kids interested in music from Taboo from Black Eyed Peas, and students from the BEST Afterschool Program in Scranton, Pennsylvania describing a film-making project, among other stories.

“Our new PSAs encourage youth to check out afterschool programs,” said Afterschool Alliance Executive Director Judy Y. Samelson. “Kids who are already in afterschool programs know that they offer innovative, educational and fun activities that help students explore their creativity, learn and grow. Now, with these new PSAs, we’re taking that message to all kids and encouraging them to visit our new youth web site, which provides a window to afterschool programs and gives afterschool students a way to share their experiences. We need more afterschool programs, so every young person can enjoy the benefits these programs offer.”

more

Add One

“We are thrilled to be working with the Afterschool Alliance and DDB Chicago to bring these important messages about afterschool programs to children and their parents,” according to Peggy Conlon, President and CEO of The Advertising Council. “I believe that these programs are critical in teaching children about new skills and keeping them off the streets.”

In addition to themusicedge.com and Nortel Networks Kidz Online, Just Think is a partner for the new web site. Just Think was started in 1995 as a concerned response to the ever-increasing deluge of messages youth receive from television, radio, film, print, media, electronic games and the Internet. More information is available at www.justthink.org.

Themusicedge.com gives tweens and teens access to the fun and educational benefits of music and active music making. The site is an outreach program of the American Music Conference, a national non-profit organization whose goal is to build credibility for music and music education, especially at an early age.

Nortel Networks Kidz Online (NNKOL) is a nonprofit educational organization whose mission, vision and values are dedicated to preparing K-12 students and teachers to live and work in the information age through innovative peer-to-peer technology training distributed using advanced digital technologies.

DDB Chicago is the largest of the DDB agencies worldwide, with more than 750 employees and 2001 billings of \$1.5 billion and is one of the world's most awarded agencies, in terms of creativity and effectiveness.

The Advertising Council is a private, non-profit organization with a rich history of marshalling volunteer talent from the advertising and media industries to deliver critical messages to the American public.

The Charles Stewart Mott Foundation, established in 1926 in Flint, Michigan, by an automotive pioneer, is a private philanthropy committed to supporting projects that promote a just, equitable and sustainable society.

The Afterschool Alliance is a nonprofit public awareness and advocacy organization supported by a group of public, private, and nonprofit entities working to ensure that all children and youth have access to afterschool programs by 2010. More information is available at www.afterschoolalliance.org. The new PSAs are posted at <http://www.afterschoolscene.com/flashyes.html>

#