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DIGITAS HELPS SHAPE YOUNG MINDS AT THE YERWOOD CENTER

Digitas Stamford Teams Up with Community Center to Teach Local Youths

STAMFORD, CT – For Immediate Release – Digitas, a leading digital marketing agency in Stamford, announced that it will be closing its doors for the day to teach children at the Yerwood Center, a local resource center that serves Stamford’s West Side community. As a global marketing and communications agency, the Digitas employees will use their international backgrounds and experiences to provide the children with a varied and comprehensive education about different cultures, from Brazil to France to Japan.

More than 70 employee volunteers will work together in teams to engage the group of 200 kids (from kindergarten to 6th grade) in a variety of hands-on activities, such as soccer games, pastry decorating, painting murals, Flash animation, and dance, as well as holding class discussions about the rich cultural histories of these countries

“Volunteer Day has always been a great way for our employees to show their appreciation and give back to the Stamford community,” says Kenneth Parks, Sr. Vice President, Digitas Stamford. “As global citizens, we are especially excited to spend the day exploring different international cultures with the kids with a fun, interactive, activity driven program.”

Companies such as Yahoo!, Fox Audience Network, Time Inc, and Good Food Fast Gourmet Catering are also donating resources to the effort.

After months of preparing their activity plans, the Digitas volunteers will teach children about a variety of cultural activities from different countries, including:

- > *Brazil:* Soccer has become a cultural identity for Brazilians. Volunteers will engage the children in a tournament, as well as set up different soccer skills stations and teach the children about the history of one of Brazil’s most prized sports.
- > *Egypt:* The land of pharaohs, sphinxes, and pyramids. The children will paint an Egyptian-style original mural for the school and will learn how to write their names in hieroglyphics.
- > *Japan:* Anime is the uniquely Japanese animation popular worldwide. The children will help design their very own anime characters in Flash, from humans to animals to robots. There will also be a drawing station for kids to learn how create their own anime characters on paper.
- > *France:* Volunteers will teach children how to decorate (and sample!) their very own French pastry, from Eiffel tower sugar cookies to truffle preparation by the older children. What better tribute to the country’s history of famed cuisine?

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- > *Trinidad & Tobago*: The birthplace of the limbo! Volunteers will teach the children how to do the limbo in the style of Carnival, Trinidad and Tobago's annual celebration of music, costume, and dance. The session will culminate in a tournament-style showdown, with prizes all-around.
- > *Spain*: Home to some of the most breath-taking art of the 20th century. Children will create their own original masterpieces, including Picasso-style watercolor paintings and colorful mosaic tiling.

The Digitas volunteers will also be sprucing up one of the Yerwood Center classrooms: setting up a colorful aquatic mural and building bookshelves. Additionally, the volunteers will also donate new books to the Yerwood Center's library, which is being remodeled.

"Yerwood Center is passionate about making a difference in the lives of young people. We want to create a place where all children are welcomed and given the tools needed to develop their academic and social skills in order to succeed in this world," says Eugene Campbell, Executive Director of the Yerwood Center. "We believe that partnering with socially responsibly companies like Digitas will help us make a difference."

DATE: August 6, 2009

TIME: 9:00 AM – 5:30 PM

LOCATION: Yerwood Center, 90 Fairfield Avenue, Stamford, CT 06902

About Yerwood Center

The Yerwood Center is focused on providing youth in our diverse community with educational and personal development opportunities that will empower them to reach their potential and contribute to society.

About Digitas

Digitas is a leading digital marketing agency, helping the world's biggest brands develop, engage and profit from building profitable relationships with their customers. The Agency pairs media, marketing, technology, creativity, imagination and analytics to ignite emotional bonds between people and brands. Digitas also operates the brand content platform, The Third Act.; the independent healthcare marketing brand, Digitas Health, as well as Prodigious Worldwide, the world's only standalone, global digital productions company. With sister agencies Starcom MediaVest, ZenithOptimedia and Denuo, Digitas is a member of Publicis Groupe's VivaKi—a global digital knowledge and resource center that leverages the combined scale of the autonomous operations of its members to develop new services, new tools, and new partnerships.

Paris-based Publicis Groupe S.A. is the world's fourth largest communications group, the world's second largest media counsel and buying group, and a global leader in digital and healthcare communications. With around the world activities spanning more than 104 countries on five continents, the Groupe employs as many as 44,000 professionals.

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