



SONY

FOR IMMEDIATE RELEASE

Contact: Elizabeth Boukis
(408) 352-4593
Sony Electronics Inc.
elizabeth.boukis@am.sony.com

Nicole Sutton
404.487.5962
Boys & Girls Clubs of America
nsutton@bgca.org

**Celebrated Photographer & Sony Artisan Matthew Jordan Smith Visits
Local Boys & Girls Club to Inspire Youth to “Love to Give” through Photography**

*Holiday-themed event kicks off national partnership between Boys & Girls Clubs of America and Sony
to empower youth to express themselves through the art of photography*

About the event Boys & Girls Clubs of San Dieguito and Sony Electronics are hosting an event featuring renowned photographer Matthew Jordan Smith, known for photographing top names in the entertainment industry. The Club event serves to kick-off a national partnership between Boys & Girls Clubs of America and Sony Electronics that will introduce youth at Clubs nationwide to the latest in photography arts through a photography program called ImageMakers.

The event featuring Matthew Jordan Smith, who is also a Sony Artisan, will seek to inspire and motivate Club members to participate in the ImageMakers photography program. The day will include a special presentation for Club youth by Smith talking about his career in photography, followed by creative art projects and photography workshops for Club members taught by Sony volunteers around the theme “Love to Give” for the holidays. The day will conclude with all Club members sharing their art projects in a wall mural and a celebration with Club members, families and Sony volunteers.

Visual elements & interview opportunities:

- Presentation by Matthew Jordan Smith
- Club youth creating art projects around the theme “Love to Give” for the holidays
- Club youth learning how to use photography equipment from Sony volunteers
- Club youth sharing art projects in a wall mural
- Interviews with Club representatives, Sony representatives and youth

When Wednesday, Nov 28, 4-5:30p PT

Where Boys & Girls Clubs of San Dieguito, Polster Branch
3800-A Mykonos Lane, San Diego, CA 92130

About the partnership

Through a national partnership, Boys & Girls Clubs of America (BGCA) and Sony Electronics are introducing youth at Clubs nationwide to the latest in photography arts. Sony will sponsor BGCA's ImageMakers photography program and contest, as well as the photo tech category of BGCA's national Digital Arts Festivals. Both Club activities seek to engage youth to explore and build their skills in photography, digital arts and self-expression. ImageMakers features photography curriculum and a contest with a rich, 50-plus history in Clubs to teach youth age 6-18 the art and science of photography. Complementary to ImageMakers, the photo tech category of BGCA's Digital Arts Festivals teaches youth how to manipulate photos using digital technology. For both programs, Club youth complete projects that compete in regional and national Boys & Girls Club art shows.

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, some 4,000 Clubs serve nearly 4 million young people through Club membership and community outreach. Clubs are located in cities, towns, public housing and on Native American 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 and 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, 57 percent said the Club saved their lives. National headquarters are located in Atlanta. Learn more at <http://bgca.org/facebook> and <http://bgca.org/twitter>.

About Sony Electronics

Headquartered in San Diego, Sony Electronics is a leading provider of audio/video electronics and information technology products for the consumer and professional markets. Operations include research and development, design, engineering, sales, marketing, distribution and customer service. Sony is noted for a wide range of consumer audio-visual products, such as the BRAVIA® LCD and 3D high-definition televisions, Cyber-shot® digital camera, Alpha Digital SLR camera, Handycam® camcorder and Walkman® personal stereo. Sony is also an innovator in the IT arena with its VAIO® personal computers Reader devices and Sony Tablets; and in high-definition professional broadcast equipment, highlighted by the XDCAM® HD and CineAlta™ lines of cameras and camcorders, and the SXR™ 4K digital projector. For more information, visit www.sony.com/news or join the Sony Community: www.sony.com/blog; www.facebook.com/SonyElectronics; www.twitter.com/SonyElectronics; www.youtube.com/SonyElectronics; and www.pinterest.com/SonyElectronics.

###