

**Project Girl**

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## **Madison-Based ProjectGirl.org Tagged By Best Buy For \$1M Teen Philanthropy Fund**

MADISON, March 24, 2009 – Madison-based ProjectGirl.org, created with the help of local girls to improve teen media literacy, announced today that it has been selected by Best Buy @15 to be one of four groups featured in their new national youth empowerment and philanthropy program called ***Best Buy's @15 Change Exchange project***.

This ground-breaking teen philanthropy program gives teenagers the chance to direct \$1 million to a select group of nonprofits in 2009.

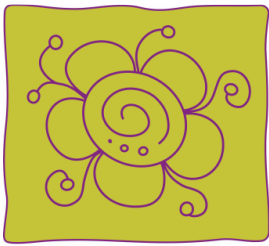
Created by Kelly Parks Snider, a visual artist, and video producer, Jane Bartell, ProjectGirl.org has evolved into a nationally touring visual arts exhibition and series of art-based events, workshops, and multi-media educational materials designed to build girl communities supporting resistance to harmful commercial messages.

"ProjectGirl.org is a great example of how to give teens the tools to change their world" commented Tim Showalter-Loch, Manager, Community Relations, Best Buy Co., Inc. "Our giving focus on teens, called @15, expresses our belief in the power of teens, and we admire ProjectGirl.org's unique arts-based approach that engages and challenges kids to take an active role in the change they want to see in the world."

The @15 *Change Exchange* youth philanthropy program is open to all U.S. teens, ages 13-18. By participating in activities on [www.at15.com](http://www.at15.com), teens can earn *Change Exchange* points which



**Visual artist Kelly Parks Snider (right) and video producer Jane Bartell (left) began collaborating in 2000 with the mission to explore contemporary social issues through the arts.**



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are converted into real donation dollars up to \$250,000 per quarter. This first quarter, teen participants are invited to donate their dollars to ProjectGirl.org or three other featured nonprofits including Communities in Schools, Genesys Works, and Mercy Corps.

According to ProjectGirl.org co-creator Kelly Parks Snider, proceeds from the Best Buy teen philanthropy program will be used to create The ProjectGirl.org National Virtual Gallery where artwork of all kinds—visual, video, poetry, music—produced by media savvy kids will be displayed.

#### About ProjectGirl.org

ProjectGirl.org started in 2004 with a series of art-based workshops that became the basis for the traveling multi-medium Project Girl Art Exhibition, and multi-part Project Girl media literacy teaching curriculum. Currently, girls and educators, concerned parents, youth and church groups are attending and participating in PROJECT GIRL workshops and exhibitions nationally. Visit [www.projectgirl.org](http://www.projectgirl.org).

#### About Best Buy @15

Best Buy @15 gives voice to teens' perspectives, turns their ideas into action, and supports their efforts to lead social change. The @15 Fund puts the philanthropic power of @15 directly into teens' hands. Visit [www.at15.com](http://www.at15.com).

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