

**FOR IMMEDIATE RELEASE**  
**April 7, 2014**

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**South L.A. At-Risk Teens Code Websites For Local Companies at WebSlam Event**

*YouthBuild Charter School of California Hosts WebSlam at L.A. Trade Tech College*

(Los Angeles, CA – April 7, 2014) On Saturday, April 12<sup>th</sup>, YouthBuild Charter School of California (YCSC), in collaboration with URBAN TxT and sponsored by Colocation America, will host a student WebSlam at Los Angeles Trade Tech College from 8:00am to 8:00pm. At the event, twenty at-risk students will work in teams with local technology mentors and web designers to build websites for local businesses. The event is the culmination of a week of intensive, day-long classes in HTML coding, designed to help these students learn skills that will translate into jobs to lift them out of poverty. A panel of industry leaders, YCSC teachers, and members of URBAN TxT will judge the students' websites, with awards for the best website design at the end of the night. Los Angeles City Council member Curren Price (District 9) will be in attendance.

"The WebSlam will be a great opportunity for these young people to explore technology through HTML coding and recognize that web design and computer science careers are well within their reach," said Phil Matero, CEO of YouthBuild Charter School of California. "We're proud to have these partners working with us and our students."

The students will be designing websites specifically for local businesses, to help give back to the community. YouthBuild Charter School of California currently serves over 2000 students throughout California who have been pushed out of traditional school by helping them earn a high school diploma through community action projects that allow the students to give back to the community.

“Learning to code to us is more than just learning the technology. At URBAN TxT coding is about building leadership skills, innovating, and about our kids not having low paying jobs in the future. We hope to inspire more youth to dream big with technology” said Oscar Menjivar, CEO of URBAN Teens Exploring Technology (URBAN TxT ).

If successful, the program could expand to additional YCSC sites and serve even more students.

“Teaching students how to code will help increase math and critical thinking skills and open the door to technology-related jobs,” said Nadia Despenza, YouthBuild Charter School of California’s STEM (Science, Technology, Engineering, and Mathematics) Coordinator. “And that, will ultimately serve as a pathway out of poverty for many of these talented young people.”

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**About YouthBuild Charter School of California**

YouthBuild Charter School of California (YCSC) provides education at 18 YouthBuild USA sites across California. YCSC guides young people who have been pushed out of high school to re-engage and graduate high school. They use a different approach to learning, in which students participate in research, analysis and community action projects. They are successful: 85% of students who commit to the program for 1.5 years graduate high school and either enter the workforce or go to college. To learn more, visit the website: [www.youthbuildcharter.org](http://www.youthbuildcharter.org).

**MEDIA ADVISORY**

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**YOUTHBUILD CHARTER SCHOOL OF CALIFORNIA WEBSLAM  
AT LOS ANGELES TRADE TECH COLLEGE, April 12**

***At-Risk Young People Learn How To Code Websites***

- WHAT** A WebSlam event where twenty at-risk young people from YouthBuild Charter School of California work in teams to build websites for local businesses in just one day
- WHO** Students and teachers from YouthBuild Charter School of California's South L.A. and Long Beach sites, coding teachers from URBAN TxT, technology coaches from Factual, freelance web designers, members of Colocation America, City Council member Current Price, community members from South L.A., and students and staff from L.A. Trade Tech College
- WHEN & WHERE** 8:00 a.m. to 8:00 p.m.  
**Saturday, April 12, 2014**  
Los Angeles Trade Tech College, Aspen Hall TE 101, 400 West Washington Blvd., Los Angeles, CA 90015
- WHY** The WebSlam is an opportunity for twenty at-risk young people to learn vital programming skills while contributing to the community. The event will showcase websites that the twenty students build with help from their technology coaches for five South L.A. clients, several of whom are LA Trade Tech students looking to promote new businesses. Winners for best web design will be announced at the end of the day. YouthBuild Charter School of California hopes that this will be an annual event and will help promote careers in computer science for young people of color, who are traditionally underrepresented in STEM fields.

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