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### **STARBUCKS FOUNDATION AWARDS GRANT TO SPY HOP PRODUCTIONS' MEDIA APPRENTICESHIP PROGRAM**

SALT LAKE CITY, UTAH – The Starbucks Foundation has generously contributed \$10,000 to the Spy Hop Productions' Media Apprenticeship Program (MAP).

The Spy Hop Multimedia Apprenticeship Program is a five month course for young people 14 to 18 years of age, designed to provide experiential and project-based learning on a number of levels. Focusing on Spy Hop Productions' mission of empowering youth through multimedia education, MAP offers apprenticeship opportunities in three distinct disciplines: Web and Graphic Design, Sound Engineering, and Film and Video Production. Each program allows students to divide much of their time between formal instruction and independent lab periods. With the help of professional mentors, Apprentices also engage in project-based work, designing, developing, and implementing affordable media works (websites, public service announcements, TV commercials, short documentaries, and print collateral) for local non-profit organizations.

One of the unique aspects of the Starbucks Foundation's grant is that it will open the 4<sup>th</sup> South Starbucks Store, located in downtown Salt Lake City, as on-going venue for Spy Hop MAP students to display their work in film, music, graphic arts, and animation. This unique partnership provides the students a continuous public venue in which to show their work and demonstrate their skills. It also provides an opportunity for the employees and customers of Starbucks to play an important role in the young Apprentices' lives as mentors, volunteer outreach presenters, and supporters of their artistic work. The Spy Hop Multimedia Apprenticeship Program is now in its seventh year and with the continued support of contributors like the Starbucks Foundation, it continues to serve and support Utah's newest generation.

Spy Hop Productions is a non-profit youth media arts and education studio, dedicated to empowering youth (k-12) through multimedia. Spy Hop offers programs in filmmaking, design, and audio production. Since its inception in 1999, Spy Hop has served more than 10,000 young people from all backgrounds in the Wasatch community. With the help of professional mentors the work produced by Spy Hop's young artists reached an audience

of several million nationally in 2005. Recent grant awards include Time Warner Foundation's 21st Century Literacy Skills Award, Community Technology Center's Network (CTCNet) for Youth Visions and Stronger Neighborhoods, 2004 and 2005, and the 2005 Martin Luther King Junior Youth Leadership Award.

Since its inception in 1997, The Starbucks Foundation has awarded over \$12 million to more than 700 literacy and youth organizations throughout the United States and Canada. These grants provide organizations support in the development of innovative learning opportunities for youth in arts and literacy and environmental education. The Starbucks Foundation supports programs for youth, ages 6-18, that integrate literacy with personal and civic action in the communities where they live. Funding for the Foundation has come mostly from the Starbucks Coffee Company and also from individual donations. This is one element of Starbucks continuing efforts to give back to its communities.

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