

REQUEST FOR COVERAGE

DIGITAL LEARNING ACADEMY DEDICATION TO MARK INDUSTRY (XEROX) AND CHARITY (YWCA GREATER LOS ANGELES) PARTNERSHIP TO SOLVE TWO OF NATION'S GREATEST PROBLEMS

Thursday, May 28, 2015 10:00 a.m.

A ribbon-cutting at a Hollywood landmark **Thursday morning (May 28th)** will celebrate the historic partnership of one of the nation's industrial leaders, The Xerox Corporation, and one of its major charitable institutions rescuing at-risk youths, YWCA Greater Los Angeles, newly joined to solve two of the nations' most urgent problems. The Thursday, May 28th morning ribbon-cutting ceremony will open the doors for Xerox' Digital Learning Academy (DLA) at **Hollywood's Studio Club** which housed dozens of top actresses on their way to stardom (**1215 Lodi Place, Hollywood**). The innovative high tech training program addresses two of the United States' most pressing needs... providing qualified workers for new industry technologies and offering disadvantaged young people paths to lifelong success.

The Digital Learning Academy (DLA), the brainchild of YWCA GLA President and **CEO Faye Washington** and **Xerox' Senior VP of Southern California, Ian O'Donnell** will be training disadvantaged students (16-24) for the lucrative high-tech jobs essential to the nation's industrial growth, preparing them with "STATE OF THE ART" technical training to staff the crucial new Coding, 3D printing, graphics, digital print. **Attendees for the opening ceremonies will include Los Angeles City Councilman Mitch O'Farrell and City of Los Angeles General Manager, Economic and Workforce Development, Jan Perry as well as Ms. Washington, Mr. O'Donnell and representatives of other corporate partners in the venture, JP Morgan Chase & Co, Toyota, United Way and the City of Los Angeles.**

At YWCA GLA, we are dedicated to eliminating racism, empowering women and promoting peace, justice, freedom and dignity for all. We are a 501(c)(3) public non-profit EIN# 95-1652919. For more information contact:

YWCA Greater Los Angeles
Wileen Hernandez 213.251.1358 or info@ywcagla.org

ONE Event Management
Greg Richardson at 310.659.5517 or
ywcagla@eventsbyone.com

The DLA campus and curriculum involves a fully equipped digital print shop including the necessary tools to offer an employment path through which students can become digital craftsmen and which features customized studies and training based on Xerox' "School To Career" program. The DLA is an extension of YWCA GLA's efforts not only to educate, house, feed and address health and medical needs of disadvantage young people, but train them to enter the workforce with high prospects of career success. The organization recently celebrated 50 years of achieving that through the Los Angeles Job Corps

"We are proud to join Xerox in this giant and pioneering step forward in workforce development in the Greater Los Angeles area, said YWCA GLA chief Washington. "It so successfully matches the great potential of these smart young people with the skills and knowledge the cutting edge industry now urgently seeks. It is a program that provides highly trained and motivated young technicians for the very job our country needs to move forward."

"Much of the print industry is transitioning to digital printing involving sophisticated machines and fast-evolving programs "such as 3D printing," explains Monserrat Ames, Xerox Regional Sales Manager. "DLA delivers hands-on training that will prepare students to fill a top skills gap and to have successful careers."

The DLA goal, explains YWCA Greater Los Angeles DLA Director Tasha Carter, a key figure in the program, "is for students to graduate with certification which will make them welcome at many firms expanding into these technologies of such growing importance in our economy."

The Digital Learning Academy occupies the Hollywood Studio Club, whose rich history occurred since 1926 under the operation of the YWCA of Greater Los Angeles. President/CEO Washington noted that the organization is built on the mission of eliminating racism and empowering women. And we have done so for more than 115 years, providing residential and non-residential

At YWCA GLA, we are dedicated to eliminating racism, empowering women and promoting peace, justice, freedom and dignity for all. We are a 501(c)(3) public non-profit EIN# 95-1652919. For more information contact:

YWCA Greater Los Angeles
Wileen Hernandez 213.251.1358 or info@ywcagla.org

ONE Event Management
Greg Richardson at 310.659.5517 or
ywcagla@eventsbyone.com

programming at no cost to homeless, emancipated, and at-risk youth ages 16-24. The DLA venture with Xerox Corporation augments our association with Job Corps integrating the teaching of academic, vocational, employability skills, social competencies and wellness/health services.

Contact:

Guttman Associates

Rona@Guttmanpr.com, Rachel@Guttmanpr.com, 310/246-4600

###

At YWCA GLA, we are dedicated to eliminating racism, empowering women and promoting peace, justice, freedom and dignity for all. We are a 501(c)(3) public non-profit EIN# 95-1652919. For more information contact:

YWCA Greater Los Angeles
Wileen Hernandez 213.251.1358 or info@ywcagla.org

ONE Event Management
Greg Richardson at 310.659.5517 or
ywcagla@eventsbyone.com