

FOR IMMEDIATE RELEASE

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COMPUTERS4KIDS LAUNCHES CHALLENGE GRANT'05

Charlottesville, Virginia - March 21, 2005 -The Board of Directors of Computers4Kids (C4K) launched the organization's Challenge Grant '05 program, '**Giving Everyone A Chance to Win**', last week during a kick-off event at Crown Porsche of Charlottesville. An anonymous \$50,000 matching grant is the basis of the campaign, and C4K hopes to double the grant, raising an additional \$100,000 through a raffle with the help of Co-Chairs Anne and Coach Al Groh. Proceeds from the challenge grant will help cover the group's ongoing operational and program expenses of approximately \$225,000 annually.

Tickets for these items sell for \$150, \$100, \$75, and \$50, respectively, and there are a total of 1,001 tickets. Raffle sales began Friday, March 18th and will continue through Friday, May 6, 2005. Area residents can also buy a chance to win a five-day spa vacation with round trip airfare to Arizona's Canyon Ranch Health Resort, a 42" wide screen plasma HDTV-ready television, and an original oil painting of Jefferson's Serpentine Walls by Cristian Peri. Raffle tickets went on sale at the Kickoff Party on March 18th and sales will continue through Friday, May 6, 2005 at 6pm when Coach Groh will draw the winning raffle tickets at a '*Touchdown Party*' hosted at ACAC in the Albemarle Square Shopping Center at 6:00 p.m. on Friday, May 6, 2005

Since 1999, Computers4Kids has been helping many of Charlottesville's low-income middle and high school students meet the challenges of our technology-driven world. By

providing each student with a volunteer mentor, they learn essential software applications, design websites, make movies and use the Internet for research projects. By demonstrating concerted effort in the computer lab and with their mentor, C4K students may earn a computer to take home. Mentors also provide valuable guidance for C4K kids as they encourage academic achievement, and career development.

Raffle Tickets Purchase Locations in Charlottesville

Crown Porsche of Charlottesville
1295 Richmond Road
phone: 434 979-7222

Computers4Kids Office
999 Grove Street
phone: 434 817-1121

Virginia National Bank - Downtown Mall
222 E Main Street
phone: 434 817-8529

ACAC
500 Albemarle Square
phone: 434 978-3800

ACAC Downtown
200 E Water Street
phone: 434 984-3802

For all press inquiries on C4K's 2005 Challenge Grant and other programs please contact Kala Somerville 434.817.1121.