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OAKLAND DIGITAL ARTS & LITERACY CENTER NAMED AS TOP FOUR FINALISTS IN SAN FRANCISCO FOR 2nd ANNUAL CLASSY AWARDS

StayClassy and NBC Affiliates Offer More Than \$100,000 to CLASSY Award Winners

OAKLAND, CA, October 12th, 2010 – StayClassy, the leader in social fundraising for Nonprofits, announced Oakland Digital Arts & Literacy Center as one of the Top 4 CLASSY Awards Finalists for Most Innovative Use of Social Media.

Locally referred to as the Academy Awards® of Philanthropy, the 2nd Annual CLASSY Awards recognizes the top philanthropic achievements in eight (8) cities across the country: Boston, Chicago, Las Vegas, Los Angeles, New York City, San Diego, San Francisco, and Washington D.C. From October 9 until October 22, San Francisco Bay Area residents can visit classyawards.stayclassy.org and vote for Oakland Digital Arts & Literacy Center to be named a City Winner for Most Innovative Use of Social Media.

“We are proud to be representing Oakland and the San Francisco Bay Area,” says Oakland Digital Arts & Literacy Center (ODALC) Executive Director Shaun Tai, “As a technology nonprofit that serves underprivileged individuals, we understand the effectiveness of social media in online advertising and getting the word out. Not only is social media cost effective, but, with enough practice, it’s relatively easy to use.”

Each City Winner will represent their hometown and compete in the National voting round from October 23 – November 5 for a chance to win a prestigious CLASSY Award. National Winners will be recognized at the Hollywood-esque CLASSY Awards ceremony in San Diego.

A Charitable Event to Remember

The 2nd Annual CLASSY Awards competition will culminate at a red-carpet awards ceremony on Sunday, November 7 in Downtown San Diego. It will feature a host of celebrity presenters, chart-topping music talent, nonprofit and technology leaders, and hundreds (if not thousands) of CLASSY Awards supporters. More than \$100,000 will be donated to support the charitable efforts of the ten (10) National CLASSY Awards Winners.

CLASSY Awards partners include: NBC Bay Area, NBC Chicago, NBC Los Angeles, NBC New York, NBC San Diego, NBC Washington, Guidestar.org, Legalzoom, Young Nonprofit Professionals Network - San Diego & New York chapters, Volunteer SD, and L.A. Works.

For additional information on the competition, event details, and to cast your votes, please visit classyawards.stayclassy.org or email awards@stayclassy.org.

To learn more about Oakland Digital Arts & Literacy Center, please visit www.odalc.org.

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