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FOR IMMEDIATE RELEASE

Poverty to Success with Digital Literacy

Oakland Digital Arts & Literacy Center Grand Opening: Saturday, May 29th, 2010 at 1PM

OAKLAND, Calif. - May 17, 2010 - Oakland Digital Arts & Literacy Center (ODALC) will hold the grand opening of their new digital co-working and Internet literacy facility in the Frank G. Mar building located at 1224 Harrison Street, on Saturday, May 29th, 2010 at 1PM. ODALC's service to disadvantaged youth and struggling small business owners in the community empowers them with digital literacy and technology to achieve higher career goals.

ODALC, as a non-profit organization, celebrates diversity and offers services sensitive to the learning needs of every individual of all cultural backgrounds. At the facility, community members will learn a variety of digital tools through innovative digital media workshops and computer training sessions by one-on-one mentorships. The goal is to date the cycle of poverty by advancing the community with computer skills, leading to personal achievement and success.

“Our goal is to demonstrate how technology can be environmentally friendly and promote social justice while preserving traditional arts. Every computer, desk and chair in our facility is recycled... we reach out to local artists and people from the community whose voices need to be heard,” said Shaun Tai, ODALC executive director. “ODALC's commitment to community enterprise, sustainability, innovation, and joy is at the heart of what we stand for.”

Like all charitable programs of ODALC, the facility is not supported by government funding, but is a result of in-kind contributions and efforts of both organizations and individuals. In addition to the diligence of volunteer staff, ODALC is powered by partnerships with Whole Foods Market Oakland, CBS Outdoor and the City of Oakland, Marketing.

ODALC is a partner with the East Bay Asian Local Development Corporation's Digital Economic Development Initiative. The Frank G. Mar building demonstrates high-density, mixed-use housing revitalizing the downtown commercial district by adding 300 residents, 12,500 square feet of retail, child care space, and public parking. Facility equipment is provided by Alameda County Computer Resource Center, a 501(c)(3) charitable organization that recycles computers and electronics. By maximizing the life cycles of hardware, ODALC acts to reduce harmful e-waste.

If you are interested in attending the grand opening or would like information, please contact ODALC at (510) 435-2945 or send an email to info@odalc.org.