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CONTACT:

Dan Hewitt

202.223.2400

dhewitt@theESA.com

ESA Foundation Selects Nine Worthy Organizations as 2008 Grant Recipients

Groups Will Receive One Million Dollars to Address Issues Facing Young Americans

September 25, 2008 – WASHINGTON, D.C. – Nine diverse organizations will be the recipients of \$1 million in grants from the ESA Foundation, the Entertainment Software Association’s charitable arm. These donations will enable the chosen groups to develop unique and innovative programs that will improve the health, education, and safety of America’s youth.

“We are pleased to help these organizations address such critical social issues,” said Michael Gallagher, president and CEO of the Entertainment Software Association, which represents U.S. computer and video game publishers. “The creativity and commitment of these recipients gives us a glimpse into the countless ways technology, including video games, can be used to improve the quality of life of our young people.”

The ESA Foundation will distribute its 2008 grant money among the following worthy organizations:

- **Animation Project, Inc.** will use technology-based art therapy and 3D computer animation to promote mental health among at-risk adolescents. For more information, please visit <http://www.theanimationproject.org/>.
- **HopeLab Foundation** will continue to distribute *Re-Mission*, a video game that builds confidence in cancer patients to manage the disease. For more information, please visit <http://www.hopelab.org/>.
- **PAX** will provide resources that enable youths to prevent weapon-related violence in their schools and communities. For more information, please visit <http://paxusa.org>.

- **ThanksUSA** will distribute an online classroom game that celebrates and teaches America's history and values and receive scholarships. For more information, please visit <http://www.thanksusa.org>.
- **WGBH** will develop a video game that teaches children how to deal with environmental challenges and live sustainable lifestyles. For more information, please visit <http://www.wgbh.org/>.
- **Web Wise Kids** will expand the reach of its youth Internet safety program, which features three customized video games that teach students how to be safe online. For more information, please visit <http://www.webwisekids.org/>.
- **Federation of American Scientists** will develop a video game for high school biology classes, particularly in underserved areas, that teaches basic immunology concepts. For more information, please visit <http://www.fas.org/>.
- **One Economy Corporation** will enroll 5,000 youths in a program that seeks to connect low-income families and communities with the 21st-century economy. For more information, please visit <http://www.one-economy.com/>.
- **National Institute on Media and the Family** will develop an on-line e-learning zone for using the latest interactive technologies to help kids and adults understand the issues and potential areas of concern with the Internet. For more information, please visit <http://www.mediafamily.org/>.

The ESA Foundation was created by the American interactive entertainment software industry to support and provide opportunities that can make a difference in the lives of America's youth. The Foundation is fully supported by proceeds from its limited edition charity game pack's sales and "A Nite to Unite – for Kids," its annual fundraiser, which has raised more than \$11 million in the last 10 years. For more information about the ESA Foundation, please visit www.theESA.com/foundation.