



# World Wide Workshop Foundation

Social Media Technology & Learning

## **The Rethinkers partner with the World Wide Workshop Foundation to help young people in New Orleans gain 21<sup>st</sup>-century technology skills to express their issues and make a difference**

**July 25, 2008, New Orleans, Louisiana** – A group of young people known as Kids Rethink New Orleans Schools is diving into today's new media world to reinvent and rebuild schools after Hurricane Katrina. Through a program called Globaloria, the Rethinkers are equipping themselves with the tools and resources to create their own Flash-based web-games about ways to improve nutrition and lifestyle in New Orleans cafeterias. In the process of creating a game experience for others to play, the Rethinkers gain valuable technology knowledge, creative thinking and project-management skills that will help them succeed as leaders in their communities.

The Globaloria program is a social-media technology innovation of the World Wide Workshop ([www.WorldWideWorkshop.org](http://www.WorldWideWorkshop.org)), a NYC-based foundation that partnered with Rethink ([www.therethinkers.com](http://www.therethinkers.com)), with support from the 21<sup>st</sup> Century Foundation ([www.21centuryfoundation.org](http://www.21centuryfoundation.org)) and Share Our Strength ([www.strength.org](http://www.strength.org)), to create educational opportunities for young people in New Orleans. Globaloria offers a unique technological system for young people to master the most advanced Web2.0 technology to express their views and original ideas, communicate and collaborate online, and build web-games about issues they feel passionate about. As members of this 'virtual learning community' students and educators build their games by collaborating and connecting with each other and with the help of technology and game design experts from the World Wide Workshop team.

"I started the World Wide Workshop a few years ago to match the needs of young people with the educational and economic opportunities for this new century," explains Dr. Idit Caperton, President and Founder of the World Wide Workshop Foundation. "We believe that contemporary education -- that is, learning to learn, think, create and lead with media technology -- is going to be an essential contribution to the Rethinkers and their peers in New Orleans...maybe one of the most essential contributions. We are opening new opportunities by helping them create quality new-media content and master the technology and tools they need to actively and smartly participate and influence policy in their community as well as in the new global knowledge economy."

The World Wide Workshop launched the "Globaloria-ReThink" Program on June 16, 2008, when 16 middle school and high school students became the first members of Globaloria's newest social network, MyHealthLife ([www.MyHLife.org](http://www.MyHLife.org)). As part of the Rethink Summer Camp, these students are engaged in a 6-week long intensive virtual learning program that uses a customized version of the Globaloria platform and curriculum focusing on nutrition, health and food-economy related topics.



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"I am truly excited about incorporating the Globaloria Program, because it adds a cutting edge, digital dimension to our work," says Jane Wholey, founder and director of Rethink. "Both our organizations are about empowering young people to change the world. We expect to broaden and deepen our relationship through the Globaloria Program."

At the end of the summer session, the Rethinkers will present their final game prototype to public officials and the media at Rethink's Annual National News Conference (Thursday, July 24, 10 a.m. CDT, at the Home Space Gallery, 1128 St. Roch Ave., New Orleans).

Rethink and the World Wide Workshop are looking to expand the program to include additional sites in the fall of 2008 and spring of 2009. Interested organizations are required to apply online for the program.

For more information about Globaloria visit [www.WorldWideWorkshop.org](http://www.WorldWideWorkshop.org) and or email: [Info@WorldWideWorkshop.org](mailto:Info@WorldWideWorkshop.org).

For more information about Rethink visit [www.therethinkers.com](http://www.therethinkers.com) and or email: [info@rethinknola.com](mailto:info@rethinknola.com)

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**The World Wide Workshop Foundation** ([www.WorldWideWorkshop.org](http://www.WorldWideWorkshop.org)) is a global, non-profit educational organization. Its mission is to harness the potential of computers and the Internet to enhance technological fluency for creative learning, leadership, innovation, and livelihood skills among children and youth in economically-disadvantaged and technologically-underserved communities worldwide.

The foundation works in collaboration with forward-thinking leaders, corporations, universities, and research centers globally to develop open-source applications of social media technology and game production that enrich existing formal and non-formal education with the latest technology and innovative learning opportunities.

**Kids Rethink New Orleans Schools** ([www.rethinkers.com](http://www.rethinkers.com)) is a group of students in New Orleans who want to rethink and rebuild their schools after Hurricane Katrina. Their vision is simple: a quality education for every public school student – no matter their family income or the color of their skin.