



For Immediate Release

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PHILADELPHIA INFORMATION TECHNOLOGY EXECUTIVES SPONSOR SUMMER CAMP TO INSPIRE DISADVANTAGED TEENS

Philadelphia, PA -July 10, 2008 - The Society of Information Management's (SIM) Philadelphia Chapter officially opened this year's third Teen Tech camp. Twenty local area high school students are being hosted at SIM Member InspiriTec's Center City computer training facility. Students come from a cross section of local high schools.

SIM Philadelphia is a federation of senior information technology managers representing a range of organizations both from business and academia who volunteer their time and resources to help young people, the majority of whom who would never have this exposure, or learn about current opportunities in the IT field and how they can prepare for a career in the field.

During the course of the three-week camp, which began on July 7, campers will be exposed to a wide range of IT concepts as well as learn useful computer skills applicable to their high school coursework. In what has become one of the most popular camp projects, participants will be given their own digital camera to create photo images which are later incorporated into a *Powerpoint* presentation on a topic of their choosing. Campers' projects will be presented during a graduation event on July 25 attended by parents, SIM members, and other community representatives.

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In addition to hearing first-hand accounts from IT professionals, campers will get to experience a real-world IT workplace and college environment during field trips to Sungard Data System's Philadelphia facility and La Salle University's Main Campus.

SIM Member Chuck Raudonis, of TNS Media, a veteran guest speaker for the camp says: "The SIM Teen Tech Camp is a win-win for all involved. The kids learn valuable skills that can help them immediately and they can find a love for a profession that can last them a lifetime. For the professionals, we get the chance to give back to the community that supports us and we get the enjoyment of knowing that we have helped shape the future technology leaders that the Delaware Valley needs."

This year's SIM speakers are from: Alliance Consulting; TNS Media Intelligence; Sungard Data Systems; InspiriTec; Philadelphia Gas Works, Sunoco, and NMS Labs.

Financial and logistical support for this year's camp is provided by: SIM Philadelphia; Buckeye Partners; L.P.; Catholic Human Services; Computer Aid; Inc.; InspiriTec, Inc; iSchool at Drexel; Just Born, Inc.; LaSalle University; the Philadelphia Stock Exchange; and Reliance Standard Life Insurance Co.

For more information about the 2008 SIM Teen TechCamp, visit:<http://www.inspiritec.org/InspiriTecOrg/TeenTechCamp/index.asp>

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