



For Immediate Release

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**BOYS & GIRLS CLUBS OF BOSTON PROMOTES LITERACY AMONG CLUB MEMBERS WITH
BOOMWRITER TECHNOLOGY HEROES PROGRAM**

Interactive Web-based Reading and Writing Platform Inspires Club Members to Write and Collaborate on Stories

CAMBRIDGE, Mass., February 13, 2013 – [BoomWriter Media, Inc.](http://www.boomwriter.com), an education technology company focused on collaborative storytelling and book publishing, today announced that the Boys & Girls Clubs of Boston is participating in the *BoomWriter Technology Heroes Program*, an initiative that helps educators become “Technology Champions.” The program brings together enthusiastic educators, local celebrities and corporate sponsors to promote literacy and inspire kids to become master storytellers through collaborative writing projects. The Boys & Girls Clubs of Boston will offer the *Technology Heroes Program* to members of their Clubs in Boston and Chelsea.

Starting this February, members from the Boys & Girls Clubs of Boston will have the opportunity to collaborate and write stories using the BoomWriter platform. Members can select story starts written by authors, athletes or celebrities, including the latest one authored by Pebbles from *Pebbles’ Reading Rockstars* and Hot 96.9 Boston FM Radio. Story starts are first chapters that spark the imaginations of kids and inspire them to write the subsequent parts of the story with their peers. Using the generous support of corporate partners, BoomWriter will convert these stories into published books. Each participating club member will receive a free copy and the thrill of their name in print with their peers.

“Boys & Girls Clubs of Boston partners with hundreds of organizations throughout the community to bring high-quality programming to the children we serve,” said Dan Buckland, Senior Education Director, Boys & Girls Clubs of Boston. “We are excited about the opportunity to pilot this innovative program designed to help our members improve their creative writing skills.”

BoomWriter inspires children to bring their stories to life online and in print. The creative process starts with the first part of a story written by a professional writer. Students then are encouraged to write what they think should happen next in the story. After submitting their work online, students read the chapters of their peers and then vote for the most appealing chapter. Once the winning chapter is selected, it is added to the story and the process continues until a book is completed.

“We are proud to partner with Boys & Girls Clubs of Boston,” said Chris Twyman, founder and CEO for BoomWriter Media. “Our company is committed to promoting literacy and providing thousands of young people the tools they need to thrive in a tech-savvy society.”

The *BoomWriter Technology Heroes Program* is available nationwide and invites school districts, youth organizations and corporations to get involved. Get more information at <http://www.boomwriter.com/Home/TechnologyHeroes>.

About the Boys & Girls Clubs of Boston

Since its founding in 1893, Boys & Girls Clubs of Boston (BGCB) has been helping young people, especially those who need us most, build strong character and realize their full potential as responsible citizens and leaders. We do this by providing: a safe haven filled with hope and opportunity, ongoing relationships with caring adults, and life-enhancing programs in six core program areas. BGCB serves more than 15,000 young people ages 6-18 in 10 Clubs, and through Camp Harbor View and YouthConnect. BGCB is an affiliate of Boys & Girls Clubs of America and The United Way of Massachusetts Bay and Merrimack Valley. For more information, visit us on the web at <http://www.bgcb.org>.

About BoomWriter Media

BoomWriter Media of Cambridge, Massachusetts is a digital education company that engages children and educators in collaborative storytelling. Our innovative Web-based publishing platform brings passionate educators, technology experts, corporate sponsors, enthusiastic parents, and students together to promote and develop creativity, writing, reading, and other essential 21st Century skills. BoomWriter partners with authors, celebrities, and educators to provide first chapters, also known as story starts, that spark kids’ imaginations and inspires story collaboration with classmates and children worldwide in competition for publication. Teachers and students from more than 2,000 schools in 20 countries have already joined the BoomWriter community. For more information, go to <http://www.BoomWriter.com>.