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Oakland Digital and Améredia Inspires Diversity

February 20, 2012, Oakland, CA – [Oakland Digital](#) (ODALC) has teamed with [Améredia](#), a full-service multicultural advertising, marketing and communications agency located in San Francisco to help transform Oakland into an area that flourishes through technology, innovation and cultural collaboration by means of 'Inspire Oakland.' The four to six-week workforce development program implemented in underinvested educational institutions to help aspiring creative artists garner resume skills, professional development and knowledge expected in the professional 'design world.' For the past three years, Oakland Digital has reviewed the diverse work of nearly 300 designers from various ethnicities, ages and backgrounds.

"Budget cuts to education is impacting the opportunity and needed resources for underserved students," says Linda Poeng, Vice President and Treasurer of Oakland Digital (ODALC), "Oakland Digital's Inspire program aims to educate, inspire and empower artists."

The positive impact of Inspire Oakland:

- Offers an outlet to jumpstart artists' digital media and design careers
- Professional development with lessened barriers to workforce entry
- Direct internship and networking opportunities
- Provides at-risk young adults a creative outlet for personal expression
- Understand the creative briefing process
- Encourages graphic design and information technologies through creative expression
- Creation of a professional portfolio piece judged by industry professionals
- Obtain high visibility and the opportunity to have his/her design featured on traditional and digital billboards

Améredia expresses the same mission and passion as Oakland Digital in reaching diverse ethnic groups through creativity and creating a positive image of Oakland that unites and inspires its diversity.

"We are honored to extend our support to educate diverse students, develop talent and ensure that they fully grasp the urgency of digital literacy," stated Pawan J. Mehra, founder and principal, Améredia. "It is through these programs that we carry out our vision of reaching diverse ethnicities, and we are grateful that organizations like Oakland Digital commit their time and resources to the underserved."

Améredia creates brands and uses innovative multicultural marketing campaigns to target diverse markets across the nation. Their customer base ranges from the Fortune 500 companies to small and mid-size businesses within the banking, education, entertainment, government, technology, medical, non-profits, and telecommunications industries.

Inspire Oakland starts March 22nd at Laney College and Inspire Hayward starts April 2nd at Cal State University East Bay. If you are interested in submitting your design and learning more about the program, download [Call for Entries](#). If you are a business that is interested in providing Inspire students with an internship opportunity, email inspire@odalc.org or call 510-435-2945.