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FOR IMMEDIATE RELEASE

PlayBuild NOLA: A Design Learning Challenge for Elementary School Students

October 7, 2015 - 3:30pm-5:00pm

KIPP Central City Primary School, 2625 Thalia Street, New Orleans, LA 70113

Designers visiting New Orleans for the annual design conference of AIGA (the largest professional organization for graphic designers), are giving back to the local community by participating in these volunteer community-driven events hosted by PlayBuild NOLA. Participants will work alongside elementary school students to solve a design challenge--focusing on New Orleans' tricentennial--using a brief prepared specifically for the event by the New Orleans Tourism Marketing Corporation. Facilitator Jacinda Walker will lead designers and students through a process of workshopping ideas and solutions. The session will culminate in a shared experience where professionals and students present their end results.

Contact:

PlayBuild NOLA founder Angela Kyle: angela@playbuild.org or 310-489-2439

More about PlayBuild NOLA (www.playbuild.org)

PlayBuild NOLA is a nonprofit based in New Orleans. Since late 2012 we've been on a mission to transform under-utilized urban spaces into exciting kid-friendly environments for play and learning.

More about AIGA (aiga.org)

As the profession's oldest and largest professional membership organization for design—with 70 chapters and more than 27,000 members—we advance design as a professional craft, strategic advantage, and vital cultural force. From content that defines the global practice to events that connect and catalyze, we work to enhance the value and deepen the impact of design across all disciplines on business, society, and our collective future.

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