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FOR IMMEDIATE RELEASE

**IBM AND VIVA TECHNOLOGY PROGRAM
PARTNER TO CONTINUE INCREASING ENGINEERING AWARENESS ACROSS
THE COUNTRY**

October 19, 2006 --- As part of a growing partnership with the **IBM, HENAAC** is preparing to begin a round of engineering-awareness programs at selected elementary schools in New York, Florida and Texas. IBM supports HENAAC's dedication to increasing awareness of engineering and technical fields to elementary school students. The first of the IBM schools is JFK Magnet School in Port Chester, New York where 100 5th grade students will gather in the school's gymnasium on Friday October 27, 2006 to debut the program on its campus.

Other schools receiving the *Viva Technology Program* sponsored by IBM include; Dr. Carlos Finlay Elementary School in Miami, FL on November 16-17, Ridgetop Elementary School in Austin, TX on November 16-17, River Oaks Elementary School in Austin, TX on December 7-8 and PS 148 Elementary School in East Elmhurst, NY in early December.

On **Viva Technology Day**, one hundred students, chosen by their teachers, participate in an innovative engineering awareness program which motivates them to pursue careers in engineering, science and technology. In addition, Viva Technology holds a Parent Seminar at each of these schools where the student's parents are informed about college choices and career paths that their children are eligible to take. Parents also receive information about standardized tests, high school courses and engineering programs at top universities which will be useful when their children begin to explore educational and career options in technology and science.

Participating in the Viva Technology Day will also be IBM volunteers and engineering college students from the surrounding area who will join to help make this programs a success. In a small-group setting, these volunteers and college students will be able to promote college and science while working with the elementary school students on their engineering challenges.

The Viva Technology Day at the schools mentioned above will feature presentations by IBM Professionals who will hare a little bit about their life and careers as engineers. The goal is to familiarizing students with role models and careers in engineering and technology.

Since its debut in 2001, the Viva Technology Program has been conducted at over 50 sites across the nation, including locations in 12 states, in every region of the country. For more information about Viva Technology Programs and upcoming events, including pictures and detailed descriptions, please visit www.henaac.org
