

Media Release

Destination ImagiNation Comes to Moncton!

May 3, 2010- Moncton, NB Break out the duct tape and stock up on the straws and paper clips! Destination ImagiNation has arrived in Moncton.

On Thursday, May 6th, seven teams of middle school students from five District 2 schools will compete in the very first Destination ImagiNation Tournament ever held in New Brunswick.

Destination ImagiNation (DI) is a volunteer led after school program that teaches students a remarkable set of skills and tools that transform the way they solve problems for the rest of their lives. The program helps students become creative, critical thinkers, develop teamwork, leadership and presentation skills, nurture research and inquiry skills, and develop an interest in Science, Engineering and Technology.

Teams of students work together over 8-12 weeks to solve “Challenges” laid out by Destination ImagiNation. Challenge categories range from scientific and technical to theater arts and improvisation. Each Challenge was developed to connect to educational standards and pushes student teams to look at the ordinary in extraordinary ways. The DI Teams must also do an “Instant Challenge” at the Tournament. Instant Challenges present simple problems that teams must work together to solve in 5 minutes or less. The students are given basic materials like paper clips, straws, pipe cleaners and labels and challenged to think of how they can use them creatively to build, transport or design something.

Superintendent Karen Branscombe is proud that District 2 is the first to launch Destination ImagiNation. The program is being piloted in District 2 Community Schools with the support of the Department of Education, with the possibility of expansion to other districts in upcoming years.

“Our students will have the opportunity through Destination ImagiNation to develop skills that will help them in any chosen career” says Karen Branscombe.

The team that scores the highest in the upcoming Tournament may also have the chance to go to Knoxville, Tennessee to compete in the Global Finals at the end of May. Global Finals brings together 16,000 participants from across all states and more than 38 countries for teams to showcase their solutions to Destination ImagiNation’s Challenges.

For more information, contact:

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About Destination ImagiNation, Inc.

Destination ImagiNation, Inc. is an extraordinary non-profit organization that provides two educational programs for students to learn and experience creativity, teamwork and problem solving. Every year, we reach 100,000 students across the U.S. and in more than 30 countries. Destination ImagiNation, our core program, is an exhilarating after-school activity in which students work in teams to solve mind-bending Challenges and present their solutions at Tournaments. In our Destination ImagiNation 4-Life program, we design and implement cause-based programming for client organizations to reach target audiences in a powerful way. Destination ImagiNation, Inc. is a 501(c)(3) non-profit organization with more than 1.3 million alumni and a global network of 35,000 volunteers. Visit <http://www.IDODI.org> for more information.