For Immediate Release:

PBS's *Design Squad* "Trash To Treasure" Winner Max Wallack, 12, Spends Day at Continuum, a Design and Innovation Consultancy

"Home Dome" Inventor Max Wallack Presented with Check for $10,000, Courtesy of the Intel Foundation

Boston, MA—February 18, 2009—PBS's hit TV series *Design Squad*, the Intel Foundation, and By Kids For Kids Co. (BKFK) teamed up to challenge kids across the country to enter the recycle-themed "Trash to Treasure" competition. Max Wallack, who won the grand prize for his Home Dome, which is largely made from discarded plastic and provides temporary shelter to the homeless and displaced victims of natural disasters, spent the day yesterday at the Continuum, a design and innovation consultancy, in West Newton, MA prototyping his invention. Max worked throughout the day with Continuum's Richard Ciccarelli, director of their model shop, and Beth Johnson, a designer who has done extensive research on homelessness, building a full-scale version of the Home Dome. Rich and Beth collaborated with Max to take his idea of an easy-to-build and efficient shelter for the homeless to the next level.

To help make Max's concept real, Continuum tweaked his design to so that it was easy to manufacture and recycle. "We achieved this by making the dome out of interchangeable polygonal panels similar to a soccer ball," says Ciccarelli. "This made the assembly process easy and fast. The components for the dome stayed true to Max's original concept," he added, "which were assembled in such a way to make them very easy to separate when it comes time to recycle the dome."

Rob Richardson, East Coast Education Manager for Intel, presented Max with a $10,000 check from the Intel Foundation for winning the "Trash to Treasure" competition. *Design Squad* will feature a video of the Home Dome construction project when season three premieres nationwide on PBS this fall. The video also will be available on the Web at pbs.org/designsquad.

cpb Corporation for Public Broadcasting
A private corporation funded by the American people
intel Education
NCEES National Council of Examiners for Engineering and Surveying
NOYCE FOUNDATION
NORTHROP GRUMMAN Foundation
IEEE

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Max's day at Continuum was timed to coincide with National Engineers Week Feb 15-21 (http://www.eweek.org/). The mission behind the week is to conduct outreach activities that increase kids' interest in engineering and technology careers and raise the public understanding and appreciation of engineers' contributions to society.

According to Marisa Wolsky, executive producer for WGBH's *Design Squad* series, Max's day at Continuum embodies the spirit of National Engineers Week. "Max invented the Home Dome both to help people *and* to make a difference in the world. These are two things that engineers want to accomplish through their work. On Tuesday, with all of Continuum's resources at his fingertips, Max experienced a heightened awareness of the possibilities of an engineering career and was inspired to continue finding solutions to the problems in our world."

Shelly Esque, Vice President of Corporate Affairs for Intel Corporation adds, "Innovation is the key to solving complex global challenges, like clean water and climate change. Max's 'Home Dome' demonstrates the kind of creativity and innovation that Intel encourages and recognizes. Max's idea to recycle trash to address real-world issues affecting the planet and people's lives is inspiring."

And this from Norman Goldstein, the founder and CEO of By Kids For Kids: "There's nothing quite like seeing a vision become a reality! We congratulate Max on his socially conscious, sustainable innovation, the Home Dome and hope his success inspires other young people to get involved in engineering, design, and inventing."

About *Design Squad* on PBS

Design Squad is a reality competition show aimed at kids and people of all ages who like reality or how-to television. Its goal is to get viewers excited about engineering and the design process. Over the 13 episodes, eight high school contestants tackle engineering challenges for real world clients—from creating cardboard furniture projects for IKEA to designing a gravity bike (no pedals or cranks!) for Extreme Game champion Tom Whalen. The new season of *Design Squad* premiered on PBS in April 2008. In the final episode, the top two scorers battle for the Grand Prize—a $10,000 college scholarship from the Intel Foundation. The *Design Squad* website goes "behind the scenes" with cast interviews, photos, outtakes, and the inside scoop on each *Design Squad* challenge. Online, visitors may watch full-length streams of *Design Squad* episodes, share their thoughts, and learn more about the role of engineers in society via www.pbs.org/designsquad.

Design Squad is produced by WGBH Boston. Major funding for Season 2 of *Design Squad* is provided by the Corporation for Public Broadcasting and the Intel Foundation. Additional funding is provided by the National Council of Examiners for Engineering and Surveying, United Engineering Foundation (ASCE, ASME, AIChE, IEEE, AIME), Noyce Foundation, Northrop Grumman, the IEEE, and the Intel Corporation.

About the Intel Foundation
Intel Foundation has been developing and funding educational and charitable programs since 1989. Its mission is to advance science, technology, engineering, and mathematics education to fuel tomorrow's innovators, with a particular focus on inspiring women and under-represented minorities to be full participants in these fields. The Foundation, funded solely by donations from Intel Corporation, supports Intel employee volunteerism and philanthropy as part of Intel's efforts to be a good corporate citizen both locally and globally.

About By Kids For Kids Co.
By Kids for Kids® (BKFK®) is a youth marketing and media company partnering with the world's leading corporations to provide a platform to foster, share, showcase, and commercialize youth innovation and entrepreneurship. Their mission is to inspire, motivate, and stimulate the innovative spirit within all young people.

The closely held Stamford, CT-based Corporation has been dedicated to making youth ideas a reality since 2003. Through its website (www.bkfk.com) and its social community (Idea Locker™), online competitions, TV show (Think Big™), magazine (Possible™), press, and educational outreach, the company engages youth in the US and around the world. BKFK® youth-created products are available nationally and serve as a testament to the power of youth innovation and social entrepreneurship. Learn more: www.bkfk.com

About Continuum
Continuum (www.dcontinuum.com) is a design and innovation consultancy that helps turn ideas into realities. Through exhaustive investigation and user research, Continuum undertakes a deeply immersive role in a client's businesses to formulate design and brand strategies that are both fiscally sound and consumer relevant. Since 1983, Continuum has created meaningful design for companies worldwide including American Express, Andersen Windows, Procter and Gamble, BMW, Master Lock, Moen, Samsung, Johnson & Johnson. Continuum has offices in Boston, Milan, and Seoul.

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