



NEWS RELEASE

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ROANOKE COUNTY & HOLLINS UNIVERSITY RECEIVE PRESTIGIOUS VML PRESIDENT'S AWARD *Award Spotlights Program for Youth*

Roanoke County, VA (November 15, 2007)- Roanoke County and Hollins University took home the Virginia Municipal League (VML) President's Award this year for their work with an annual summer camp for youth offered in cooperation with area businesses.

The program known as Technology Education for Kids or TEK Camp is focused on workforce development which is a significant concern for businesses in the Roanoke Valley and beyond. Members of Roanoke County's Economic Development Department, Director of Social Services and a representative from Hollins University traveled to Williamsburg last month to accept the award at VML's Annual Conference. And on Tuesday of this week, the program was highlighted during the Roanoke County Board of Supervisors meeting.

TEK Camp is a project that identifies students with technical potential at an early age for the purpose of enhancing their skills training in the secondary school system. The camp spans five days and is free of charge for the children, who are provided meals, transportation, and supplies. Camp is held on the campus of Hollins University with fieldtrips to the business community throughout the week to meet local executives, human resource managers and employees. The classes and interactive programs challenge young people to discover how technology impacts their lives and the many career and educational opportunities that are available to them. Hollins University and Roanoke County could not make the camp the success it is without the help of the local business community and Roanoke County schools. Some of the businesses that have opened their doors to the children include First Team Auto Mall, WDBJ Television, Q-99 and the Virginia Tech Corporate Research Center.

One judge described the program as, "...a successful, innovative and collaborative effort of local government, educators and business leaders, resulting in the continuous development of a well-trained technical workforce for the Roanoke Valley Region."

TEK Camp began in 2004, with 12 students enrolled in a pilot program. In 2006, Roanoke County received 57 applications and enrolled 38 participants. Corporate sponsors and partners fund the program.

The President's Award is the most prestigious award granted by the VML Achievement Awards program. The award was established in 1996 for Virginia governments to submit projects which exemplify the jurisdiction's efforts to improve the delivery of services to its citizens in an innovative and entrepreneurial manner.

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