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INTEL, MICRO CENTER BOLSTER DISTRICT’S ONE-TO-ONE DEVICE INITIATIVE WITH DONATION OF $25,000 TO BUY 40 DELL CHROMEBOOKS

Local branch of national electronics retailer wins Intel’s “Score With Intel Core” competition, donates prize to Public School No. 14

***Photo attached: See end of release for IDs***

PATERSON – District officials welcomed representatives from Intel and Micro Center to Public School No. 14 today where they announced Intel Corporation’s donation of $25,000 to purchase 40 Dell Chromebooks courtesy of Micro Center.

“It has often been said that knowledge is power, and the power of these Chromebooks to School 14 is that they will greatly enhance our students’ abilities to develop their knowledge and skills,” said Superintendent of Schools Eileen F. Shafer. “The district has been aggressively working toward the goal of making sure every student has access to a device to aid in their learning. This donation bolsters our efforts to achieve that goal. I want to thank our friends at Intel Corporation, Micro Center and Board of Education Commissioner Joel Ramirez for their generosity and their commitment to doing everything they can to help Paterson Public Schools students.”

Micro Center is a national electronics retailer that has a store on Route 21, which was announced as the winner of Intel’s Score with Intel Core competition. The contest tests sales professionals’ knowledge of Intel technology powering the products they sell and the benefits it delivers to customers. More than 10,000 retail sales professionals competed in over 1,000 qualifying stores. Paterson’s Micro Center won one of only 11 grand prizes in the United States. The store chose Paterson Public Schools to receive the donation of 40 Chromebooks, valued at about $25,000.

“As a former student of School 14, it makes me proud to see students at the school get the best technology to aid in their education,” said Paterson Board of Education Commissioner Joel Ramirez. “I want to congratulate the sales team at the Paterson Micro Center on winning Intel’s contest, and thank them for thinking of School 14 in choosing a school to support with the prize. I also want to thank the people at Intel Corporation for their commitment to supporting education.”

For 10 years, Intel Corporation has sponsored the Score with Intel Core competition, and has donated more than $5 million dollars to local schools through this program.

“Over the past ten years, the Score with Intel Core competition has helped to train thousands of retail salespeople on Intel products and technologies, which helps shoppers be more informed with their purchases, helps retailers increase sales, and has donated millions to local schools nationwide,” said Jeff
R. Clark, US Intel Retail Edge Program Manager. “We are very pleased at the positive outcome for everybody with this competition. Congratulations to Micro Center and to Paterson's School 14!”

“We’re strong proponents of education and spend a great deal of time and effort educating our sales associates to stay on top of the latest technologies, so I’m thrilled to see our team at Paterson win one of these grand prizes,” said Jesse Lyons, general manager of the Micro Center in Paterson. “I’d like to thank Intel for their long-standing partnership with Micro Center and sponsoring this competition. Congratulations to Superintendent Eileen Shafer, Principal Hillburn Sparrow and the students at School 14, I'm sure they will make great use of their new Chromebooks and further their own education.”

Micro Center operates 25 large computer and consumer electronics stores in major markets coast to coast. Founded in 1979 in Columbus, Ohio, Micro Center is designed to satisfy the dedicated computer and consumer electronics user. Uniquely focused on computers and related products, Micro Center offers more computers and related items (more than 30,000 items in stock) than any other retailer. Micro Center is deeply passionate about providing product expertise and exceptional customer service.

Micro Center stores are located in:
Atlanta (2), Baltimore, Boston, Chicago (2), Cincinnati, Cleveland, Columbus, Dallas, Denver, Detroit, Houston, Kansas City, Los Angeles, Minneapolis, New York (5), Philadelphia, St. Louis, Washington, D.C. (2)

Photo IDs: (back row, from left) Principal Hillburn Sparrow, Micro Center General Manager Jesse Lyons (green tie) flanked by two Micro Center sales associates, Superintendent of Schools Eileen Shafer, Board of Education Commissioner Joel Ramirez, Intel District Manager Dan Pilkington. (front row) Students of Public School No. 14.

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