



Global Kids®

Online Leadership Program



Online Gaming Programs

Since 2002, Global Kids has been a leader in the use of online games to promote global awareness, engaged citizenship, and 21st Century Learning Skills. Through the *Playing 4 Keeps* program, Global Kids trains urban youth to develop games about important social and world issues. Global Kids played a founding role in the creation of Games For Change, which is committed to supporting individuals and organizations to use digital games for social change, and Global Kids advises other institutions, such as IBM, on the creation of games and games-based learning curricula. In addition, Global Kids' staff and students speak and write regularly about this work in academic, non-profit and philanthropic settings.

This work has been recognized by *New York 1*, *Voice of America*, ABC News, Newsweek, The Chronicle of Philanthropy, Marie Claire, Time Magazine, BusinessWeek, Congressional Quarterly, many blogs, and a host of other media venues. *Playing 4 Keeps* has also been cited as a best practice within Henry Jenkins' report for the MacArthur Foundation: *Confronting the Challenges of Participatory Culture: Media Education for the 21st Century* and Asia Society's *Afterschool for the Global Age*.

The program and the games produced have also been the recipient of a number of awards, including the first Games For Change "GaCha" award for the best Awareness-Raising Game and Salon.com's *Best Social Awareness Game of 2007*. *Playing 4 Keeps* was recognized as an *Adobe Youth Voices Project of Change*.

Global Kids' gaming programs are made possible through the generous sponsorship of Microsoft's U.S. Partners in Learning Mid-Tier initiative, which funds "pockets of innovation" for increasing digital literacy and career readiness; the Surdna Foundation; and the AMD Foundation, and conducted in partnership with Gamelab, Digital Creations, UNICEF, and TakingITGlobal. In June, 2008, *Playing 4 Keeps* was the focus of an extensive ad campaign -- which included print, video, and web initiatives -- to promote the launch of the AMD Foundation's *Changing the Game* initiative.

The games and the after school component have been independently evaluated by the Education Development Center's Center for Children and Technology.

Playing 4 Keeps (P4K): *Playing 4 Keeps (P4K)* uses online games as a form of youth media informed by international issues. Together with Gamelab, an independent game company, Global Kids developed an innovative curriculum for engaging youth in the design, development and dissemination of high quality games that have the potential to educate their peers around the world. During the past three years, activities have included the following:

2005-2006: Global Kids Youth Leaders in the *Playing 4 Keeps* program at South Shore High School, Brooklyn gained leadership, research, and game design skills while partnering with Gamelab to produce a socially conscious web-based game, *Ayiti: The Cost of Life* (CostofLife.org). The youth chose to design a game focusing on the issue of poverty as an obstacle to education and that uses the country of Haiti as a case study. Within the first two years of its release, the game was played over one and a half million times.



2006-2007: Youth leaders in the program at South Shore High School continued to gain hands-on game development experience by participating in the intensive after school program and by designing games using tools in the virtual world of Teen Second Life. The game they developed- *CONSENT!* - is an immersive experience that challenges its player to make difficult decisions while learning about six decades of medical racism targeting African-American male prisoners.

2007-2008: Global Kids Youth Leaders at Canarsie High School, Brooklyn selected the topic of Hurricane Katrina and worked with game developers Digital Creations to create *Hurricane Katrina: Tempest in Crescent City* (TempestinCrescentCity.org). The web-based game recognizes local heroes that emerged during the disaster while educating its players about the essentials of disaster readiness. As with *Ayiti*, *Tempest* comes with support material for educators to incorporate the game into their programs.

In addition to work with traditional digital games, Global Kids is also a leader in the use of virtual worlds for learning, such as within Teen Second Life, and support others to do the same through curriculum, technical assistance, consulting, and the online community RezEd.org.

About Global Kids, Inc.

Founded in 1989, Global Kids' mission is to transform urban youth into successful students and global and community leaders by engaging them in socially dynamic, content-rich learning experiences. Through leadership development and academic enrichment, Global Kids' New York City-based programs use interactive and experiential methods to educate youth about critical international and public policy issues and provide them with opportunities for civic and global engagement. Global Kids reaches over 17,000 youth and educators in person and millions online annually. Each year, more than 90% of the youth in Global Kids' leadership programs graduate from high school and attend college.

For more on Gaming or the Online Leadership Program, please visit p4k.globalkids.org or contact Global Kids at 212-226-0130 or info@globalkids.org.