

## **FOR IMMEDIATE RELEASE**

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## **ASHEVILLE CARDBOARD CHALLENGE AT MONTFORD CAMPUS**

**Asheville, NC, October 17, 2016** - The Asheville Cardboard Challenge 2016 culminates in a free, community-wide event at the Montford Campus (formerly Isaac Dickson Elementary), 90 Montford Ave in Asheville, on Saturday, November 5 from 10 am to 2 pm.

This fall, Asheville fourth and fifth graders, under the guidance of the Digital Lead Teachers and Media Coordinators at the Asheville City Elementary Schools, have been designing and constructing cardboard arcade games leading up to events at their individual schools. Students have used the Engineer Game Design Process, which includes brainstorming, creating a draft, building a prototype, play-testing their game, and then altering their game based on their outcomes from the play testing.

Each individual school will have projects selected to be part an arcade at the November 5 event. In addition, a “play space” will be available for the community to build their own cardboard games and structures.

“I have been extremely impressed with the students’ communication and critical thinking skills while working through the game design process,” says Darcy Grimes, Digital Lead Teacher at Hall Fletcher Elementary. “Seeing the students work together to improve their game while altering the game to fit the needs of younger students has been amazing. “

The Asheville Cardboard Challenge is part of the 5th annual Global Cardboard Challenge, which is presented by the Imagination Foundation to celebrate child creativity and the role communities can play in fostering it. The event was inspired by the viral short film “Caine’s Arcade.” Caine was a 9-year-old in Los Angeles who built a cardboard arcade inside his father’s used auto parts store; a filmmaker happened to see it, organized a flash mob to show up and play the games, then created a short film to share the arcade with the world.

This is the second year that Hall Fletcher students have participated in the Cardboard Challenge.

“We are extremely excited that all elementary schools in Asheville City are participating this year,” said Hall Fletcher Digital Lead Teacher Darcy Grimes.

For families interested in having lunch at the event, food trucks will be located in the parking lot. Parking will be in the campus parking lot with overflow at the Chamber of Commerce next door.

Other organizations participating in the event include: Asheville Museum of Science, Asheville Art Museum, Asheville Adventure Play, Buncombe Partnership for Children, Asheville GreenWorks, ZigZag ALC, the Montford School, Asheville Makers and Snake, Rabbit and Snail Bookmobile.

More information is available at the Asheville Cardboard Challenge website, <http://avlcardboardchallenge.weebly.com/>.

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