



4275 El Cajon Blvd, Suite 200
San Diego, CA 92105

August 19, 2009

FOR IMMEDIATE RELEASE

Contact: Jeff Hancock

Phone: 619.269-1684

email: jeff@sdfutures.org

**SAN DIEGO BROADBAND INITIATIVE REDUCES
THE DIGITAL DIVIDE BY DISTRIBUTING OVER 1,950 COMPUTERS
TO LOW INCOME FAMILIES COUNTYWIDE**

San Diego, CA -- The San Diego Broadband Initiative (SDBI), a program led by the San Diego Futures Foundation and a collaboration of community partners, has reduced the digital divide in unconnected communities throughout San Diego County. Formed to provide technology and technical resources to San Diego's underserved and low-income families, SDBI delivered hardware, software, applications, training, technical services and related resources to over 1,950 low-income families in San Diego's urban disadvantaged neighborhoods. By bridging the "digital divide," these families have access to an improved quality of life including not only computers and connections, but access to training that leads to higher levels of education and employment. A 2008 survey conducted by the California Emerging Technology Fund demonstrated broadband use and access increased throughout the state of California. The survey evaluated 10 categories of technology use to measure progress in closing the digital divide. Not surprisingly, the greatest increase was in the use of social networking which grew 11%. The investment of government, agency and health care organizations in on-line information and services was validated by increased usage and more efficient services for consumers and providers.

In San Diego, led by 13 SDBI partner organizations, **almost 2,000 families** participated in a wide variety of services in which participants completed over 13,000 hours of basic computer training the first year. After training, each family received a restored desktop computer with a new operating system, current software and discounted internet service.

The San Diego Broadband Initiative reached a number of significant milestones and expanding the use of technology in unconnected populations in its first year. SDBI launched an interactive website, www.sdbroadband.org, negotiated reduced internet connection rates, and provided over 30 on-line education and training courses to families. The depth and continuum of SDBI services offer families tools to increase employability skills and educational achievement, paths that lead to economic security and improved quality of life.

Over the next six months, SDFF will develop the next phase for the Initiative, SDBI 2.0, while continuing to provide SDBI services. SDBI 2.0 will launch in early 2010. The second phase will expand SDBI services to more than twice the target population of the first year and offer exciting new products and services.

ABOUT SDFF

The San Diego Futures Foundation is San Diego's premier provider of technology to the nonprofit community. SDFF provides opportunities to use technology as a tool to enhance and change lives. Whether it's developing job skills, building confidence, enhancing life skills, increasing organizational capacity, improving communications, expanding access, or promoting community development, technology helps individuals and organizations achieve their goals. To that end, SDFF has donated more than 20,000 computers and 18,000 hours of technical support to San Diego nonprofits, community-based organizations, schools and families. For more information, log onto <http://www.sdfutures.org/index.htm>

ABOUT THE SAN DIEGO BROADBAND INITIATIVE

The San Diego Broadband Initiative, a collaboration led by the San Diego Futures Foundation and its partners, is working to accelerate the growth of technology in San Diego County. The objective of the San Diego County Broadband Initiative is to improve the educational and economic outcomes for underserved families by providing technology resources and training. SDBI will be implemented throughout San Diego County using different approaches such as after-school programs, affordable access, technical training, consumer advocacy and IT upgrades for non-profit and public agencies. Partners include: Able-Disabled Advocacy, ACCESS, Inc., Adaptive Computer Empowerment Services (ACES), City Heights Business Association, City Heights Community Development Corporation, Community Housing Works, Computers 2 San Diego Kids, the El Cajon Boulevard Business Improvement Association, the Jackie Robinson YMCA, MAAC Project, Kearny High School

Educational Complex, The Warrior Foundation, YMCA Youth and Family Services. For more information, log onto <http://www.sdbroadband.org>

#