



## Media Alert

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**FOR IMMEDIATE RELEASE**

## DALLAS CHILDREN'S CHARITIES

### Donates 17 Computers To Dallas County Juvenile Justice Alternative Education Program Graduates

**WHO:**

**Dallas Children's Charities in conjunction with Dallas Can! Academy  
Dallas County Juvenile Justice Alternative Education Program**

**WHAT:**

Dallas Children's Charities in conjunction with Dallas Can! Academy will provide a Pentium desktop computer, monitor, keyboard and mouse to each of the 17 graduating seniors in the Dallas County Juvenile Justice Alternative Education Program. Each computer includes a Microsoft Windows operating system and five additional software programs.

These young men and women have overcome great obstacles to reach this point in their life. By giving them each a computer, Dallas Children's Charities wants to assist these graduates in continuing their education.

The mission for the Dallas County Juvenile Department is to "Enable students to perform at grade level by providing appropriate curriculum and behavioral instruction, which will increase academic performance and promote their success."

During the graduation ceremony, Mr. Martin Burrell will deliver the keynote address. Burrell is currently Vice President of Public Affairs and formerly Vice President of Minority Affairs for the Center Operating Company. A company first created by Billionaires Ross Perot, Jr., former owner of the Dallas Mavericks and Tom Hicks, owner of the Dallas Stars and Texas Rangers and most recently it has included Billionaire Mark Cuban the newest owner of the Dallas Mavericks. Burrell was responsible for ensuring that Minority and Women Businesses (M/WBEs) were fully utilized in the design, development and construction of the new American Airlines Center (AAC). He continues to ensure that M/WBEs are included in all AAC operational contracts and will implement another comprehensive M/WBE program for the multi-billion dollar Victory Development Project, which will surround the Center. **VICTORY!** Is expected to include more than 6,000,000 square feet of retail, residential, office and commercial units in the heart of downtown Dallas.

**WHEN:**

**TOMORROW, THURSDAY, MAY 11, 2006.  
6 PM.**

**WHERE:**

Alternative Education Center  
1673 Terre Colony Court, Dallas, TX. 75212  
Phone # 214-637-6137  
(The cross street is Lone Star Drive)

**PRESS OPS:**

The students will be receiving their computers and software. Great photo opportunities.

**MEDIA RSVP:**

**For photos of youth, pre authorization needs to happen. Release forms will be on site. For more information please contact Ron Stretcher at 214-698-2231.**

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**HISTORY:**

The Dallas Margarita Society, Inc., (d.b.a. Dallas Children's Charities) was formed in 1977 when a small group of business acquaintances decided to host a holiday party for associates and friends, and asked their guests to bring Christmas gifts for less fortunate children. The Society is a non-profit charitable organization whose goals are twofold. The first is to provide disadvantaged Dallas/Fort Worth Metroplex children with gifts at Christmas time and the second is to help those community organizations that work directly with underprivileged children throughout the year. The Charity Ball has grown over the years and is now believed to be the largest annual invitation only charity black tie gala in the world, with over 10,000 guests, providing gifts for more than 6,800 disadvantaged children each year

The Dallas Margarita Society achieves its goals by hosting fundraising happy hours throughout the year, an annual golf tournament in early summer and the Charity Ball early in the holiday season. At the Ball, guests are encouraged to bring toys or sponsor gifts with cash. Additionally, sponsors are solicited and through their generosity the Society provides operating support and scholarships to numerous community organizations. In 2005, The Dallas Margarita Society/Dallas Children's Charities collected over \$405,000 in toys and cash in conjunction with over \$175,000 in corporate and individual sponsorship donations. All fund-raising activities and events are donated to local DFW children's charities.

Over the past 30 years, the community impact generated by the activities and fund raising events of the DMS/DCC continues to prove every year that harnessing the charitable spirit of a few friends can be directed to reach out and truly "lift up" thousands of kids in need.