

## impreMedia Launches Club Digital

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LOS ANGELES, Aug. 1, 2011 /PRNewswire/ -- To help close the Digital Divide that disproportionately affects Hispanic families in America, *impreMedia* is launching Club Digital, the nation's most comprehensive bilingual, multimedia Internet training program.

Club Digital's summer pilot program will reach nearly three million Hispanics in California. The program launches August 1st with an extensive 30-day multimedia Internet training program in select *impreMedia* publications, including *La Opinion*, *La Opinion Contigo* and *El Mensajero*, and a network of community-based partnerships. Club Digital will provide a free opportunity for Californians to learn basic Internet skills. The program also includes an interactive bilingual website, [www.laopinion.com/clubdigital](http://www.laopinion.com/clubdigital), updated daily throughout August with new training lessons.

"Going online is a fast and easy way to find benefits that not only save money, but also transform lives," said Monica Lozano, Publisher and Chief Executive Officer, *impreMedia*. "It's all there for the taking, whether we are talking about job listings, scholarships for college students, educational opportunities, medical resources or government services."

Training lessons will cover a range of topics including Internet basics, Internet safety, online employment, education and health care opportunities. All lessons will be available on Club Digital's bilingual website with many lessons accompanied by entertaining step-by-step instructional videos.

"Without access to the Internet and basic computer skills, millions of Californians remain at a competitive disadvantage in the job market," said Los Angeles Mayor Antonio Villaraigosa. "I am proud to support a program that empowers the people who remain on the wrong side of the Digital Divide by giving them the tools they need to take the first step into the digital age."

While the adoption of broadband technology is steadily expanding across the nation and in California, and people increasingly use cell phones to go online, there are still vast differences among various ethnic and socio-economic groups, according to a 2011 statewide survey on Californians and Internet Technology by the Public Policy Institute of California. "We want to connect all Californians, especially the underserved, to the resources of the Internet," said Sunne Wright McPeak, President and CEO of the California Emerging Technology Fund (CETF). "Together we can work to close the Digital Divide and ensure no one is left behind."

Club Digital has been made possible through a partnership with *impreMedia*, AT&T, CETF, and Dewey Square Group. "AT&T is committed to bringing high-speed Internet access to as many people and communities as possible," said Anita Gabrielian, Regional Vice president of AT&T External Affairs. "The Club Digital training program will provide new opportunities and an improved way of life for all people."

The California pilot program is the first step in a nationwide campaign. Club Digital will expand nationally in January 2012, and will reach more than 9.4 million Hispanics across several major U.S. cities.

For more information about Club Digital, please visit [www.laopinion.com/clubdigital](http://www.laopinion.com/clubdigital) or call 888-534-4820. If you would like to become a Club Digital partner email Brittany Jibby at [bjibby@deweysquare.com](mailto:bjibby@deweysquare.com).

Public Service Announcements by Los Angeles Mayor Antonio Villaraigosa about Club Digital are available here:

<http://youtu.be/yCHslv51d5c> (English)

<http://youtu.be/bwE2wUD1CNg> (Spanish)

### About Us:

### About impreMedia

impreMedia is the leading Hispanic news and information company. impreMedia's multi-platform offerings range from online to video, social media, mobile, audio, newspapers and magazines, including the <http://www.impre.com> portal. 25.5% of U.S. Hispanic adults use an impreMedia network product. The network is also the nation's largest Hispanic newspaper publisher with newspapers in top U.S. Hispanic markets, reaching 15 markets total that represent 59% of the U.S. Hispanic population. Its leading publications include *La Opinion* in Los Angeles and *El Diario La Prensa* in New York. For more information, visit: <http://www.impremedia.com>.

impreMedia portals and publication websites are : [www.impre.com](http://www.impre.com), [www.laopinion.com](http://www.laopinion.com), [www.eldiariiony.com](http://www.eldiariiony.com), [www.hoynyc.com](http://www.hoynyc.com), [www.laraza.com](http://www.laraza.com), [www.laprensafl.com](http://www.laprensafl.com), [www.elmensajero.com](http://www.elmensajero.com), [www.rumbotx.com](http://www.rumbotx.com), [www.vistamagazine.com](http://www.vistamagazine.com), [www.contigola.com](http://www.contigola.com), [www.lavibra.com](http://www.lavibra.com) and [www.impreautos.com](http://www.impreautos.com).

### **About California Emerging Technology Fund (CETF)**

CETF provides leadership statewide to minimize the Digital Divide by accelerating the deployment and adoption of broadband and other advanced communication services to unserved and underserved communities. The organization invests in programs and projects to improve access, affordability, applications, accessibility, and assistance to broadband –to help increase broadband adoption throughout the state.

*A portion of Club Digital was funded by the U.S. Department of Commerce American Reinvestment and Recovery Act Funds and the California Emerging Technology Fund.*

### **About AT&T**

AT&T Inc. (NYSE: T) is a premier communications holding company. Its subsidiaries and affiliates – AT&T operating companies – are the providers of AT&T services in the United States and around the world. With a powerful array of network resources that includes the nation's fastest mobile broadband network, AT&T, is a leading provider of wireless, Wi-Fi, high speed Internet, voice and cloud-based services. A leader in mobile broadband and emerging 4G capabilities, AT&T also offers the best wireless coverage worldwide of any U.S. carrier, offering the most wireless phones that work in the most countries. It also offers advanced TV services under the AT&T U-verse® and AT&T | DIRECTV brands. The company's suite of IP-based business communications services is one of the most advanced in the world. In domestic markets, AT&T Advertising Solutions and AT&T Interactive are known for their leadership in local search and advertising.

Additional information about AT&T Inc. and the products and services provided by AT&T subsidiaries and affiliates is available at <http://www.att.com>. This AT&T news release and other announcements are available at <http://www.att.com/newsroom> and as part of an RSS feed at [www.att.com/rss](http://www.att.com/rss). Or follow our news on Twitter at @ATT.

### **About Dewey Square Group (DSG)**

Dewey Square Group is one of the nation's leading public affairs firms, providing communications, grassroots organization and strategic services to a wide range of non-profit and corporate clients. A pioneer in the application of private sector strategies to public sector problems, DSG this year launched a nationwide Social Innovation and Philanthropy Practice, dedicated to creating innovative public-private solutions to a wide range of social challenges including bridging the digital divide, connecting families to money-saving programs and services, and creating opportunities for special needs communities. <http://www.deweysquare.com>

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