

Best Buy's Geek Squad Tackles STEM Challenge with Teen Tech Camps Launching Now
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Young people around the country have been inspired to consider technology careers at Geek Squad Academy sessions that continue this summer

Best Buy's Geek Squad today announced the launch of the ninth Geek Squad Academy summer program. This grassroots tech experience inspires under-served teens to consider technology careers and help address the nation's widely-anticipated professional labor shortage.

This Smart News Release features multimedia. View the full release here:
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According to the [Change the Equation](#), a group of Fortune 500 companies that encourages students to pursue STEM (science, technology, engineering and math) careers, the American workforce is still failing to pursue different fields. The lack of broad representation in these high-demand areas threatens the U.S. economy by creating a competitive advantage for other countries.

Teens are inspired to consider technology careers at Geek Squad Academy sessions which launch today and run through the summer. (Photo: Best Buy Co., Inc.)

"This program offers young people the opportunity to learn about technology and

all of the professional possibilities that come with it," said Susan Bass Roberts, head of Community Relations/Diversity & Inclusion at Best Buy. "Providing this kind of hands-on training in the right way enhances their desire to apply this knowledge to their future education and career choices."

Conducted in partnership with non-profit organizations such as the Boys & Girls Clubs of America, Junior Achievement and Young Adult Library Services Association, Geek Squad Academy classes are designed by Geek Squad Agents to demystify technology and ignite a passion for technology through fun and inspiring hands-on learning. At this year's sessions, students will explore the ins and outs of technology through subjects like digital citizenship, film production, computer programming and robotics, as well as 3D printing and circuitry.

Thousands of youth in cities around the U.S. will participate in more than 30 Geek Squad Academy sessions kicking off today in Cleveland and Orlando, and continuing through mid-September. Other markets include:

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|---------------------|------------------------|
| -- Baltimore | -- Minneapolis |
| -- Bellevue, Wash. | -- Murfreesboro, Tenn. |
| -- Charleston, S.C. | -- New Orleans |
| -- Chicago | -- Philadelphia |
| -- Dallas | -- Portland, Wash. |

-- Denver	-- Raleigh, N.C.
-- Ecorse, Mich.	-- Sacramento, Calif.
-- Hartford, Conn.	-- Salt Lake City
-- Jersey City, N.J.	-- San Antonio
-- Kansas City, Kan.	-- San Diego
-- Louisville, Ky.	-- San Leandro, Calif.
-- Maricopa, Ariz.	-- St. Paul, Minn.
-- Milwaukee	-- Washington, D.C.

As testament to the power of Best Buy's Geek Squad Academy program, a survey of 2014 participants showed that fully 64 percent were "a lot more interested in technology" as a result of attending.

Since its 2007 launch, Geek Squad Academy has touched the lives of more than 20,000 teens around the U.S. and Puerto Rico. Due to the success of the program, Best Buy has expanded its efforts by launching Best Buy Teen Tech Centers now open year-round in Chicago; Denver; Jersey City, N.J.; Miami; Minneapolis; San Antonio; Seattle; and Washington, D.C. and coming soon to Atlanta, Dallas, Los Angeles and San Francisco.

For a complete schedule of Geek Squad Academy 2015 dates, locations, enrollment information and more, visit <https://academy.geeksquad.com>.

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