



PRESS RELEASE

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The New Blue Foundation partners with Lakeside Microsoft Store On behalf of Autistic community

NEW ORLEANS, Louisiana, January 13, 2019: The New Blue Foundation and Lakeside Microsoft Store partner in a new series of “Social Saturdays,” providing sensory-friendly digital art, coding, and gaming experiences specifically for Autistic children and adults.

“Microsoft’s mission is to empower every person and every organization on the planet to achieve more. I am proud to provide a safe and inclusive space for anyone who is on the Autism spectrum to experience our technology.” - Kimberly Ha, Community Development Specialist, Microsoft Lakeside store

Who: The New Blue Foundation is a partner of the Chartwell Center, working together to bring more quality resources to autistic children and adults throughout the Greater New Orleans area.

What: The New Blue/Microsoft “Social Saturdays” provide high-tech creative experiences for kids and adults on the Autism spectrum. The New Blue Foundation and Microsoft Lakeside first partnered for New Blue’s “Brushes Without Boundaries” in November of this year, combining traditional painting activities with digital art stations. The digital art-making was such a hit, they decided to add an all-digital art and play experience to the New Blue calendar. Hence “Social Saturdays.”

Why: Activities and therapies focusing on the creative part of the mind are proven to have positive and lasting impact for many on the Autism spectrum, particularly when skilled specialists are involved in the planning. The New Blue Foundation of New Orleans works with board certified art therapists and music therapists in designing social enrichment experiences, free of charge, for the Greater New Orleans autistic community. Microsoft Lakeside staff members are expert at providing a sensory-friendly environment, making for a natural partnership with the New Blue Foundation.

When: The first Social Saturday is January 18 at the Microsoft Lakeside store.

How to register: To learn more and register, visit NewBlueFoundation.com or call 504-534-3045. The program is free of charge, but registration is limited to ensure a high-quality experience for all.