

Date: April 15, 2002

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**The Future Belongs to Us
8,000 Creative Minds Compete for Top Honors at
Destination ImagiNation® Global Finals**

More than 8,000 of the world's most creative minds will come together in Knoxville, Tenn., next month. They'll be building feather-light structures that hold hundreds of pounds of weight, demonstrating non-electrical mechanical devices that are designed to help someone cope when they are stranded without power, and playing life-size board games with game pieces that they have conceived using robotics, computers and other forms of technology. These geniuses aren't engineers from MIT or scientists from NASA – yet.

The collective creative genius that will be assembled in Knoxville is the annual Global Finals event of Destination ImagiNation®, the world's largest creativity and problem solving program for children. Over 800 teams from the United States and around the world will compete for top honors at the four-day event, demonstrating their solutions to the Destination ImagiNation® “Team Challenges” that range from technical or mechanical to historical and theatrical.

“The future belongs to those who learn creativity and problem solving at an early age,” says Bob Purifico, executive director of Destination ImagiNation®. “The world is becoming more complex; it's more important than ever that our children develop life skills that make a difference: problem solving, teamwork and leadership are the backbones of our program.”

Destination ImagiNation®'s Team Challenge program runs annually, and presents students working in teams of five to seven with the opportunity to choose from five mind-bending Challenges. While each Challenge integrates a variety of chances to learn by doing, Challenges usually feature one prominent task, such as building a load-bearing structure, creating a vehicle, writing a performance piece or exploring history.

In schools and communities around the world, Destination ImagiNation® is embraced as a fun and meaningful addition to the variety of extracurricular activities available to kids. Add together the opportunity for a school to integrate creative problem solving into regular classroom activities using the Destination ImagiNation® curriculum, and you have an educational program that appeals to students and teachers alike.

The Team Challenge program runs from September through May of each year, and as kids hone their solutions to the Challenges, they have an opportunity to present their best effort at local and regional tournaments. Fifteen teams are selected from each state or international

Affiliate, and those teams are eligible to compete at the annual Global Finals event. **This year's Global Finals will be held at the University of Tennessee/Knoxville May 22-25. It is anticipated that more than 8,000 students from kindergarten through college age will be on hand to compete in three days of tournaments, demonstrating their creative solutions and learning from the accomplishments of others.**

Destination ImagiNation® is a program of Destination ImagiNation Inc., a non profit corporation, which facilitates the program in 47 states and 15 countries and Canadian Provinces worldwide. Destination ImagiNation® celebrates its third year of programming under the Destination ImagiNation® brand and 19 years' experience providing creative and enriching programs for children around the world. For more information, visit www.destinationimagination.org or call 856-881-1603.

Destination ImagiNation®, d2k.2 Global Finals 2002 is open to credentialed media. It's a great opportunity to cover a positive story about kids who are creative, talented and motivated to be the best problem solvers they can be. For information about covering this event, please contact Lisa Lilienthal at 404 255 1577 or lisalilienthal@earthlink.net.

Just the Facts

Destination ImagiNation® At A Glance

- Destination ImagiNation® is the world's largest creativity and problem solving competition for kids, with several hundred thousand students in 47 US states, 15 countries and Canadian provinces participating annually.
- Destination ImagiNation® helps kids develop a unique and critical skill set by emphasizing:

Creativity	Problem Solving	Teamwork
Brainstorming Management	Project Management	Time
Creative & Critical Thinking Skills	Knowledge Application	
Collaboration		
Presentation Skills	Confidence	Research Skills

- Although this is the third program year under the brand name Destination ImagiNation®, officials and volunteers who organize the annual program have more than 20 years' experience creating quality problem solving programs for kids.
- Destination ImagiNation® is not just an extracurricular activity, it is an extension of a Destination ImagiNation® brand of curriculum which draws on Creative Problem Solving strategies and the multiple intelligences of students to use what they have learned in the classroom in new and creative ways.
- The Destination ImagiNation® program helps kids build important, lifelong skills, like problem solving, teamwork and divergent thinking. Our teams solve two types of Challenges within the program year. The *Central Team Challenge* involves structural, technical or theatrically-oriented Challenges and takes several months to solve. Throughout that time the teams also practice improvisational *Instant Challenges*, which stimulate the team's ability to think quickly and creatively with only minutes to prepare solutions. When tournament time rolls around, each team's score reflects its *Team Challenge* performance plus its response to an *Instant Challenge*.
- Creativity isn't just a school-year activity. Many state, local and international affiliates offer creativity activities for kids year-round, including summer camps that incorporate all of the fun and thoughtful activities that make learning interesting.
- Corporate America believes in Destination ImagiNation®! Our program receives significant corporate support from several important organizations, including National Dairy Council (our International Sponsor) as well as 3M, Philips Consumer Electronics, Inc., Best Buy and Sam Goody. Sponsorship opportunities exist at the international and local levels.

You might be wondering what duct tape and balsa wood have to do with learning ...

What if I told you that if you visit the University of Tenn/Knoxville campus **May 22-25**, you'd meet over **8,000 kids** who will show you how to build **elaborate, lightweight structures** from balsa wood that hold 300 pounds or more ... or show you **kid-designed vehicles** moving across life-sized game boards ... or meet Adrian Fisher, who uses his understanding of math and geometry to build **mazes that have been in the Guinness Book of World Records**? All in the name of creative problem solving.

What: Destination ImagiNation® Global Finals
The **ultimate competition for the world's most creative kids**

When: May 22-25, 2002

Where: University of Tennessee/Knoxville
Various venues around campus

Why: **Because you won't find most of what you need to know about life in a text book.**

Media contact for credentials or more information:
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**Destination ImagiNation® Presents Creativity Award
To A-Mazing Adrian Fisher**

He's the proud holder of four Guinness world records, has won 12 design and export awards, created over 300 mazes in 17 countries -- visited by over 21,000,000 visitors since 1979 -- and now Adrian Fisher is also the recipient of the **2002 Risorgimento Award, given annually by Destination ImagiNation, Inc. in recognition of outstanding creativity that transforms the world in which we live.** "Risorgimento" is found in many languages and means to rise again, be rejuvenated, or be a risk taker. Adrian Fisher is the founder of Adrian Fisher Maze Designs in Great Britain.

"Every time we experience one of Adrian Fisher's mazes, our perception of the world changes," said Bob Purifico, president of Destination ImagiNation, Inc., the world's largest creativity and problem solving program for children. Fisher's mazes can be found around the world, and include cornfield mazes, decorative paving mazes, mirror mazes and a popular collection of "six minute mazes" that are portable and can transform a playground or classroom into a fascinating new playing field in a matter of moments.

The Risorgimento Award is presented annually by Destination ImagiNation, Inc. in conjunction with the group's Global Finals event. This year, Global Finals will be held May 22-25, 2002, at the University of Tennessee/Knoxville. Children from 47 states and 15 countries will be on hand, demonstrating their creative solutions to one of five different Team Challenges offered by Destination ImagiNation®. Mr. Fisher will be on hand for the competition and will formally accept the Risorgimento Award on Saturday, May 25 at the Awards Ceremony and finale of Global Finals. Throughout the week, Mr. Fisher will interact with Global Finals participants and a few of his "six minute mazes" will be available to kids who want to learn firsthand about brain-building power of puzzles, patterns and mazes.

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