For Immediate Release

Contact: Abril Barba
Burson-Marsteller
305.347.4345
abril_barba@mia.bm.com

Sally Gallion
College of Business Administration
305.348.6631
gallions@fiu.edu

FIU’s COLLEGE OF BUSINESS ADMINISTRATION STUDENTS BUY $20K IN COMPUTERS FOR DEVELOPMENTALLY-DISABLED CHILDREN
“Spark for ARC” initiative to support “Project Thrive”

MIAMI, Dec. 7, 2005 – A team of 38 students from Florida International University’s (FIU) College of Business Administration raised $20,000 to purchase computer equipment for the Association of Retarded Citizens (ARC) of South Florida. A donation ceremony will be held on Thurs. Dec. 15, 2005 at 9:30 a.m. in ARC Cottage #7 located at 11025 S.W. 84th Street in Kendall.

The “Spark for ARC” fundraising effort will benefit ARC’s “Project Thrive,” an accredited, early-intervention program that reaches out to developmentally disabled children five years old and younger. The donation will provide seven computer learning stations outfitted for small children with developmental disabilities and limited dexterity. Designed by Winston-Salem, N.C.-based HATCH, Inc., the all-inclusive computer learning modules feature a: touch-screen monitor; computer; preschool-sized computer table; age-appropriate software; and printer.

“These computer learning centers will help our special-needs children enhance their cognitive development and ultimately support them in their journey to become more involved citizens,” said Irma Alvarez, site director for ARC’s Project Thrive center in Kendall.

Upcoming fundraising events include:

Sat. Dec. 10, 2005 – 3:00 p.m.
Raffle drawing at FIU’s College of Business Administration, Ryder Bldg., 11200 S.W. 8th Street
Prizes include: $500 Simon Visa gift card; 2 Dolphin vs. Titans game tickets; private tennis lesson with Marcos Ondruska; several Heat tickets; and many more. Tickets sell for $5 by contacting Melanie Barnick or Xiomara Alfaro at (305) 498-2349.

*Thurs. Dec. 15, 2005 – 9:30 a.m.-11:30 a.m.
The final fundraising event and presentation of donated computer learning centers.

Spark for Arc is a project generated through FIU’s Civic Engagement Initiative, and was developed by students enrolled in Cohort 19 of the BBA+ Weekend program, which enables young professionals to earn their degree by attending classes on weekends.

- more -
“The Civic Engagement Initiative strives to develop well-rounded business professionals who recognize the importance of community service and civic responsibility,” said Dr. Robert Hogner, coordinator and associate professor of management and international business. “The FIU College of Business Administration actively develops experiential learning programs that instill a strong sense of corporate and social responsibility in the students who will become the business leaders of tomorrow.”

Spark for ARC’s corporate sponsors include: Ocean Bank; Celebrity Cruises; Mello Concrete Services; LDM Industries; The Company; AMT Interior Design; Lotus Garden; Dole Flowers, and Control Building Services.

**About Florida International University’s College of Business Administration**

Florida International University’s College of Business Administration, South Florida’s leading business school with unique expertise in international business, entrepreneurship, and information technology (IT) strategy, is the largest of the University’s professional schools. Among the College’s more than 25,000 alumni are some of South Florida’s most successful business leaders and entrepreneurs. Approximately 6000 students are enrolled in undergraduate business courses in its R. Kirk Landon Undergraduate School of Business and more than 900 graduate students study in its Alvah H. Chapman, Jr., Graduate School of Business every year. Another 1,000 participate annually in one or more of its professional and executive education programs.

For additional information about the College, its Landon Undergraduate School of Business, and its Chapman Graduate School of Business, please visit the College’s Web site at [http://cba.fiu.edu](http://cba.fiu.edu).

**About Association of Retarded Citizens of South Florida**

Association for Retarded Citizens, South Florida is a local chapter of The Arc, one of the largest volunteer organizations in the U.S. Founded in 1953 by a group of concerned parents, Arc, South Florida serves the more than 60,000 Miami-Dade County citizens with developmental disabilities. There are more than a dozen programs and services provided by Arc, South Florida, each structured and designed to meet the specific needs of its individual clients. Project Thrive, for example, is an accredited early intervention program for infants and young children with developmental disabilities. Children in this program range in age from birth to five years. For additional information on ARC, please visit the organization’s Web Site at [www.arcsofla.org](http://www.arcsofla.org).

# # #