Latinos in Information Sciences and Technology Association and Microsoft Announces LISTA Tech Trends Breakfast Series

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New York, NY (**CapitalWirePR**) May 13, 2008 -- Latinos in Information Sciences and Technology Association and Microsoft Windows Vista announced today the official launch of the Vida Digital Latina (VDL) campaign to promote computer literacy among Hispanics. Microsoft Corp. joined forces with Latinos in Information Sciences and Technology Association, an organization founded to close the digital divide among Latino communities and prepare the next generation of technology professional. Together they will offer free computer literacy education to Hispanics in Miami, New York City, Los Angeles and San Francisco. The LISTA Tech Trends Breakfast Series is free to members and non members alike, Spanish language classes will be offered in each market and highlight the safety features of Windows Vista and the overall program benefits.

"As our community continues to grow we are seeing more progress, however the adoption of technology in the home and businesses are still lacking. We must continue to leverage education and technology to succeed in a highly advanced technologically driven society. Microsoft continues to lead the way with innovative technologies and their commitment to diversity in the workplace and bridging the digital divide is to be commended. LISTA is excited to collaborate with Microsoft and address the digital divide," said Jose Marquez, LISTA National President/CEO.

As part of the breakfast series LISTA member and technology expert, Jose Ulloa (Latino Cyber Guy) will join local Vista Ambassadors to share their expertise and personal stories on integrating technology and Vista into their daily lives.

"Latinos are more likely to adapt to new technology such as computers, mobile phones, cameras, MP3 players and game consoles than the general market consumer," says Jose Ulloa on behalf of Microsoft's Vida Digital Latina program.

According to a Forrester study conducted in November 2007, 57% of Hispanics expressed positive attitudes towards technology. The LISTA Technology Trends Breakfast "Vida Digital Latina" platform was created to further engage and increase technology education among U.S. Latinos. Windows Vista classes and presentations are free and open to the public and will be held on the following dates:

Miami FL: May 14th, Jobing.com Offices, 8:30am San Francisco, CA: May 20th, Hilton San Francisco, 8:30am Los Angeles, CA: June 11th, VACE, 8:30am

"Microsoft is excited to partnering with LISTA to further promote computer literacy and educational outreach among the Hispanics community. Together, we hope to empower Hispanics to use technology in ways that allow them to advance in the workplace, promote communication with loved ones back home and retain valuable family memories," said Jose Pinero, Microsoft Director of Multicultural Marketing. "By entering these markets and providing interactive events that allows the Hispanic community to engage and learn one on-one, we hope to increase awareness of technology tools that widely go unused or unnoticed."

Windows Vista provides innovative tools to help create a safer computing environment for the family and allow parents to better manage and monitor their children's PC and Internet activities. Parents can manage and monitor PC and Internet access with a few simple clicks in the new Windows Vista Parental Controls center and decide what kinds of TV, music and games are appropriate for their children.

ABOUT LISTA

LISTA Mission is to educate, motivate and encourage the use of technology in the Latino community and empowering them to bridge the digital divide. Founded in 2004 LISTA promotes the utilization of the technology sectors for the empowerment of the Latino community. We are an organization that is committed to bringing various elements of Technology under one central hub to facilitate our partners, members and the community with the leverage and education they need to succeed in a highly advanced technologically driven society.

www.a-lista.org

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WHEN : 2008-05-15 17:50:12

WHERE :

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