

## Hispanic Heritage Foundation, ESA announce LOFT Video Game Innovation Fellows

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**Washington, DC** – Twenty minority students were selected as Leaders on the Fast Track (LOFT) Video Game Innovation Fellows based on games and apps they developed to address social issues in their community, the Entertainment Software Association (ESA) and Hispanic Heritage Foundation (HHF) announced today.

The fellows, ages 15 to 25, will visit Washington, DC October 1-3 and present their ideas to members of the Obama Administration, Congress, and national community leaders. Each fellow will receive an innovation grant to help further develop his or her game or app. For additional information or credentials, contact Santiago Melli-Huber at SantiagoMH@HispanicHeritage.org or (202) 558-9473.

The agenda for fellows includes:

### October 1

- Αρριβαλ ανδ ινφορμαλ διννερ

### October 2

- 10 α.μ. Χονγρεσσιοναλ Βριεφινγ ατ Χαπιτολ Ηιλλ (χλοσεδ το πρεσσ)
- Νοον Λυνχηον λοχατεδ ατ 1001 Πεννσφλωανια Αβε., 10τη Φλοορ, Ωασηινγτον, ΔΧ (οπεν το πρεσσ)
- 5 π.μ. Χονγρεσσιοναλ Ηισπανιχ Χαυχυσ Ινστιτυτε (ΧΗΧΙ) Ρεχεπτιον

### October 3

- 10:30 α.μ. Ωηιτε Ηουσε Βριεφινγ (χλοσεδ το πρεσσ)

“This creative partnership with ESA allows us to engage youth on their terms,” said Jose Antonio Tijerino, president and CEO of HHF. “We believe that video games are a compelling gateway for teaching students how to code and build their own games and mobile apps — skills that will ultimately help prepare them to compete in today’s technology-driven marketplace. We will empower them to become content creators, not just consumers.”

“The ESA LOFT Video Game Innovation Fellowship demonstrates that games are more than a means of entertainment. They are a valuable tool for positive change in our society,” said Rich Taylor, senior vice president of communications and industry affairs at the ESA. “We are proud to offer an opportunity that will help foster and promote creative thinking and innovation in minority communities through the unique platform only video games can provide.”

ESA offers services to interactive entertainment software publishers, including conducting business and consumer research, providing legal and policy analysis and advocacy on First Amendment, intellectual property and technology/e-commerce issues, managing a global anti-piracy program, owning and operating E3, and representing video game industry interests in federal and state government relations. For more information, please visit [www.theESA.com](http://www.theESA.com) or follow us on Twitter at @RichatESA or @ESAGovAffairs.

LOFT is HHF's award-winning, leadership, and workforce development program focused on America's priority fields including STEM, entrepreneurship, education, and innovation. Tens of thousands of students and young professionals are connected to each other; prepared through trainings, priority-field-tailored symposia, workshops, and Charlas; and hundreds are placed into internships, mentorships, fellowships and full-time positions with Fortune 100 companies and government agencies.

Visit [www.LOFTinnovation.org](http://www.LOFTinnovation.org). Join and follow LOFT on Facebook <https://www.facebook.com/groups/hhfloft/> and Twitter - @LOFTInstitute.

HHF was established by the White House in 1987 and believes that through innovation across all fields that Latinos are the leaders of today, not tomorrow. HHF promotes Latino cultural pride, accomplishment, and the great promise of the community through public awareness campaigns seen by millions.

Visit [HispanicHeritage.org](http://HispanicHeritage.org). Join and follow HHF on Facebook at <https://www.facebook.com/hispanicheritage> and Twitter @HHFoundation.

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