



YORKTOWN CENTRAL SCHOOL DISTRICT

For Immediate Release
Contact: Leo Sposato
914-243-7741

News Release

Yorktown Schools and Ford Motor Company Competition Showing Kids How to Build “Green” Cars

Yorktown Heights, New York, October 4, 2007

Brookside Elementary school in Yorktown Heights, NY is taking the Ford Challenge. Jeff Nield a designer from Ford Motor Co. is flying in from Michigan, Ford's hometown, on Friday, October 5, 2007 to kick off a unique month long competition that asks 4th and 5th graders from Brookside Elementary school to design environmentally sound “green” cars.

It is a “Bold Move” to take the Ford Challenge. It is the collaboration of Brookside's Art, Special Education and Gifted and Talented program directed by the vision of one of Brookside's Special Ed teachers, Charles Brooks. This is the only competition of its kind, Mr. Brooks says, “and it will shape students understanding of living in a green world.” Mr. Nield will speak to students about drawing, the environment, he will field questions and he will work alongside the young designers as they begin their drawings.

The competition will last one month as groups of students work through the design process. All designs are due November 5th. Ford designers will judge the finalists and present the winning plans after the competition.