



100 Black Men of America Accepts Donated Computers for Digital Literacy Pilot

April 16, 2014

What: 65 Dell tablet computers and software to be donated by Rent-A-Center (NASDAQ: RCI) to Atlanta-based 100 Black Men of America, a noted men's civic organization dedicated to educating and empowering African American children and teens.

Why: Donation to support the non-profit's digital literacy pilot program dubbed "Digital Literacy 4Kidz."

When: Delivery of computers to take place Wednesday, April 16th at 11:00 a.m. EDT.

Where: 100 Black Men of America's headquarters, located at 141 Auburn Avenue, Atlanta, GA.

Who: Representatives of 100 Black Men of America and Rent-A-Center.

Why this Matters:

- It's said that 80 percent of all U.S. jobs will require digital fluency within the next 10 years.
- 80 percent of Fortune 500 companies only accept job applications online.
- President Obama announced a five-year plan to install high-speed broadband Internet in 99 percent of schools by 2018.
- A recent Pew Research report reveals that African Americans trail whites by seven percentage points when it comes to overall internet use (87% of whites and 80% of blacks are internet users), and by twelve percentage points when it comes to home broadband adoption (74% of whites and 62% of blacks have some sort of broadband connection at home).

Source: Rent-A-Center

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