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## **Canyon Crest Academy Foundation Sets Lofty Goals**

### **for Giving Tuesday December 1st to Fund a Live Stream Studio, and More!**

San Diego, November 15, 2020, – Generous donors set a Giving Tuesday record with their gifts to the CCA Foundation in 2019. By the end of the 2019 Giving Tuesday campaign, the Carmel Valley community had donated a grand total of \$113,790, which included match donations from CCA Foundation staff and board, and an incredible lead donation from an anonymous CCA family.

This year, with the support of the CCA Foundation Board and Staff, and their 100% participation in the match fund, the goal is \$150,000 to support the students of Canyon Crest Academy on Giving Tuesday, December 1, 2020.

The CCA Foundation has set a big goal because it has a big idea and needs the support of everyone to make it a reality. This year, in addition to funding programs to bring students back to campus, donations will go directly to fund a cutting edge studio currently being planned at Canyon Crest Academy - a project especially significant during this crisis. The project will benefit every student at CCA, as the studio provides the technology to stream live speakers into the homeroom classroom, and eventually stream school performances and athletics out to the world.

According to Joanne Couvrette, Executive Director of the CCA Foundation, *“We are very excited to bring this new and exciting project to CCA, one of the first and only Live Stream Studios for a high school campus in California. Working with industry experts in the entertainment community, we have designed a state-of-the-art project that will offer exciting opportunities for our students and the greater community.”* Couvrette explained that this idea was a collaborative effort between the school, the cinema department, and the foundation. Couvrette also noted that, with any cutting edge technology, we wanted to hear from our

students and recent alumni, to get their perspective - *“My favorite quote came from recent CCA and film school graduate, Sam Sarokin who summed it up the best.”* Said Sarokin, CCA class of 2013, *“It’s hard to imagine the Envision Cinema programming getting any more robust and preparing its students any better than it already does. When I left that program in 2013 to begin film school, I felt like I already had a massive leg up. To think of students now being able to work on live TV broadcasts is so rad. It will give them even more tools to succeed in the industry immediately after high school and carve a niche for themselves creatively in the film world.”*

The proposed new studio will:

- incorporate innovative technology to CCA
- develop the capability to broadcast live speakers, panels and other content to Homeroom
- expand hands-on Career Technical Education for students into Live Stream content creations and production
- Create real-world experiences for students to market, manage, and operate a live studio

Zak Holley, a respected TV & Film industry professional who is designing the CCA studios says, *“With changing behind the scenes requirements and direction of TV and Film, having a hands-on modern studio on campus would tremendously benefit the students. There aren’t many places to learn Live Video Production, Streaming, and Video Recording. Removing some barriers and creating an accessible entry point for those eager to learn in-studio production is exciting. We will be building a working Control Room with Switching, Recording, and Streaming capabilities . . . The students will have a new way to create content, generate income, and learn a great skill set in today’s ever-changing world.”*

Giving Tuesday, taking place December 1st, is a global day of giving that harnesses the collective power of individuals, communities and organizations to encourage giving and to celebrate generosity worldwide. Every year, on Giving Tuesday, millions of people across the globe mobilize to show up, give back, and change their communities.

Founded in 2012, Giving Tuesday has inspired millions of people to give back and support the causes in which they believe. In just seven years, Giving Tuesday has radically changed how we think about generosity and showed just how much communities everywhere have the power to create change. The goal is to create a massive wave of generosity that lasts well beyond that day and touches every person on the planet.

Why your dollars matter: Although CCA receives funds from the State of California, the amounts are insufficient to pay for the exemplary classroom instruction and numerous special programs that are the reason so many students choose to attend CCA. This gap between public funds and CCA’s actual needs seems to expand each year. The Foundation’s role is to raise funds to bridge that gap to support the expansive curriculum and enriching educational

and athletic programs available to CCA students.

The Canyon Crest Academy Foundation is a 501(c)(3) organization providing fantastic opportunities across academics, athletics, and the arts, and creating an environment where students can thrive. The mission of the foundation is to enrich the experience of every student, every day. Your tax-deductible donation to the CCA Foundation is vitally needed to continue our support of these programs. You can donate online at [www.canyoncrestfoundation.org](http://www.canyoncrestfoundation.org).

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CANYON CREST ACADEMY  
FOUNDATION

Together  
we give.



Dec 1, 2020

GIVING  
TUESDAY