

Destination ImagiNation

DI 2010-11 Season Release

Destination ImagiNation® ready for teams to get their creativity, teamwork and problem solving on!

Program kicks off its 27th season of enriching students' educational experience.

August 31, 2010-Cherry Hill, NJ-At midnight on September 1st, 2010, the 27th season of the Destination ImagiNation program will be open for business, as student teams can purchase the latest set of Program Materials at www.IDODI.org.

The 2010-11 season brings a whole new set of Challenges that will engage, excite and educate student teams in creativity, teamwork and problem solving. Destination ImagiNation is also pleased to announce the energy management services company Ameresco Canada is sponsoring the Scientific Challenge, which aims at inspiring a new generation of scientific problem solvers.

"We focused on more relevant issues and themes for our Challenges this year to give our participants the opportunity to think of solutions to pressing topics in our culture today," said Rusty McCarty, COO and Creative Director for Destination ImagiNation. "With the addition of Ameresco Canada, our student teams will get a chance to consider the many sources of energy and learn about energy conservation. We are excited to see the wide variety of solutions from our more than 12,000 teams."

Destination ImagiNation is proud to announce the 2010-11 *Team Challenges*:

- *Unidentified Moving Object*, sponsored by the Association of Equipment Manufacturers and Volvo Construction Equipment, is the Technical Challenge.
- *Spinning a Tail*, sponsored by Ameresco, is the Scientific Challenge.

- *Triple Take Road Show* is the Fine Arts Challenge.
- *Mythology Mission* is the Improvisational Challenge.
- *Versus! Foiled Again* is the Structural Challenge.
- *Dynamic Networks*, presented by MAE, is the Service-Learning Challenge for students participating in projectOUTREACH.
- *Big Bug's Bad Day* is the Noncompetitive Challenge designed for our early learners participating in Rising Stars!

"I am excited for the new season! Destination ImagiNation is important to me because it lets me be a part of a team that knows how to work together, has great creativity and commitment, and has an amazing time doing it," said Sara Leeds, team member of the Harlem Globe Trotters B-Team from Dobbs Ferry, N.Y.

Program Materials for the 2010-11 Destination ImagiNation season start at \$135 per team. Students, teachers and parents interested in starting a team with Destination ImagiNation can visit www.IDODI.org or call 1.888.321.1503.

About Destination ImagiNation, Inc.

Destination ImagiNation, Inc. is an extraordinary global non-profit organization that produces educational and cause-based programs for students to learn and experience creativity, teamwork and problem solving. Every year, we reach 100,000 students across the U.S. and in more than 30 countries. Destination ImagiNation, our core program, is an educational program in which student teams solve open-ended Challenges and present their solutions at Tournaments. In our Destination ImagiNation 4-Life program, we design and implement cause-based programming for client organizations to reach target audiences in a powerful way. Destination ImagiNation, Inc. is a 501(c)(3) non-profit organization with more than 1.3 million alumni and a global network of 35,000 volunteers. Visit <http://www.IDODI.org> for more information.