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HOLLYWOOD ARTS HOSTS THE DREAM AWARDS HONORING THE ART OF VIDEO GAMES

HOLLYWOOD, California – February 21, 2007 – Hollywood Arts, an organization dedicated to saving lives through the arts hosted The Dream Awards honoring the art of video games and Tommy Tallarico, video game industry icon, on Saturday, February 17th.

The Dream Awards were held at the Raleigh Studios in Los Angeles. The dinner and award ceremony featured several highlights, including COS Players, actors who dressed as players of the games; the Hollywood Studio Symphony, a 36-piece orchestra who performed video game music; Video Game Cabinets where guests could play their favorite game; and an auction. Hollywood Arts also has an Ebay auction where it is auctioning off great video game and luxury items. The auction will close on February 24th. Proceeds from The Dream Awards were donated to Hollywood Arts to complete the renovation of a full service art and media center located on the corner of Hollywood Boulevard and Western Avenue in Hollywood.

Hollywood Arts reaches homeless and at-risk teenagers through video-gaming, music, movies, writing, fashion, hair, makeup and animation, giving them artistic training and a chance to improve their self-esteem; heal trauma; create a new

community of supportive friends and mentors; and learn critical life and job-readiness skills to transition them off the streets and into jobs in the creative industries. It is one of the first organizations to recognize video games as an art form.

“It was important for us to build relationships with the video gaming community,” said Dylan Kendall, Executive Director of Hollywood Arts. “Our students gravitate to games. We recognize gaming can work as a learning activity. Video games can be used to promote emotional health and serve as an important vehicle to teach our students critical life and job-readiness skills.”

Andrew Apfelberg, a partner at Rutter Hobbs & Davidoff Incorporated, plays a lead role for Hollywood Arts. While Apfelberg remains extremely busy with his law practice, he finds time to work with the organization, where he serves on its Board of Directors. Not only is he passionate about Hollywood Arts’ cause, but he also has a strong personal interest and client base in the digital content arena.

“There is something about the arts – video games, music, acting, etc. – that motivate at-risk and homeless teenagers to aspire to achieve greatness,” said Apfelberg. “Witnessing their successes is both inspiring and fulfilling.”

Through its dedication to the cause and fundraising efforts, Hollywood Arts provides artistic training and a chance for youth to develop in a positive direction. *Dare to make dreams come true.* For more information, please visit hollywood-arts.org or call 323.656.5274.

ABOUT HOLLYWOOD ARTS

Hollywood Arts was founded to provide a range of arts classes, creative activities and job-readiness training for at-risk, runaway and homeless teenagers and young adults in the Hollywood neighborhood of Los Angeles. Founded by Dylan Kendall, the organization is slated to move into classroom and office space for its

programs at 1671 N. Western Ave., next to the famed Louis B. Mayer Building at the corner of Hollywood Boulevard and Western Avenue. For more information, please visit www.hollywood-arts.org.

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