



Contact:
Christina Giordano
Corporate Communications
(617) 867 1549
cgiordano@digitas.com

DIGITAS BOSTON HOSTS 10TH ANNUAL ETERNSHIP PROGRAM
Local High School Students Take a Turn at Campaign Creation

BOSTON - For Immediate Release - Leading global digital marketing and media agency Digitas (www.digitas.com) will host its 10th annual Eternship program this year. Held at the Digitas offices in Boston from June 29-July 2, Eternship is a week-long marketing bootcamp for local high school students to live and breathe the creation of a client campaign.

Led by Digitas employee volunteers, Eternship introduces new perspectives and opportunities to students entering their junior year of high school and highlights the fun, energetic environment of one of Boston's leading agencies. Since its launch in 2000, over 250 students and 750 employee volunteers have participated. In this 10th anniversary year, approximately 30 students from Brighton, Cambridge Rindge and Latin, and Lynn Classical High Schools and over 100 Digitas employees will spend the week teaching, learning, and creating.

"Highlighting potential is one of our most important values and we're thrilled to celebrate the 10th year of Eternship," said Glenn Engler, president, Digitas Boston Region. "We're extremely proud of all of our employees who have driven the program over the years and inspired these young minds."

Throughout the week, students are exposed to new career possibilities and ways to reach them. Presented with a client challenge at the start of the week, students learn about various capabilities (marketing, analytics, media, technology, and creative) as well as presentation skills needed to put together a successful marketing campaign. Working together in small teams, the students develop solutions and present their campaign to a panel of judges comprised of Digitas executives. Teams are awarded in various categories.

This year, Digitas client P&G Crest Whitestrips will present the marketing challenge.

The Eternship program is one of many of Digitas Boston's community outreach initiatives and follows on the heels of its annual Volunteer Day. On Friday, June 26, the agency will close its doors for the day and partner with local organizations Boston Shines and Project RIGHT to spruce-up a local middle school and surrounding locations in the Grove Hall community in Dorchester. More than 300 Digitas employees will team up with middle school student and faculty volunteers, as well as representatives from Boston Shines and Project Right for a day of community beautification.

About Digitas

Digitas is a leading digital marketing agency, helping the world's biggest brands develop, engage and profit from building profitable relationships with their customers. The Agency pairs media, marketing, technology, creativity, imagination and analytics to ignite emotional bonds between people and brands. Digitas also operates the brand content platform, The Third Act, the independent healthcare marketing brand, Digitas Health, as well as Prodigious Worldwide, the world's only standalone, global digital productions company. With sister agencies Starcom MediaVest, ZenithOptimedia and Denuo, Digitas is a member of Publicis Groupe's VivaKi—a global digital knowledge and resource center that leverages the combined scale of the autonomous operations of its members to develop new services, new tools, and new partnerships.

Paris-based Publicis Groupe S.A. is the world's fourth largest communications group, the world's second largest media counsel and buying group, and a global leader in digital and healthcare communications. With around the world activities spanning more than 104 countries on five continents, the Groupe employs as many as 44,000 professionals.

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