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**NEW “DREAM LAB” PROGRAM FOSTERS
CREATIVE DEVELOPMENT FOR YOUNG STUDENTS**

New Giant Screen film is the catalyst for creativity and innovation in the classroom

NEW YORK – October 17, 2002 – Students in 15 cities across America will discover unique ways to develop their creativity in a new program called ***Dream Lab***, based on themes portrayed in the new Giant Screen film *Pulse: A STOMP Odyssey*, a film that highlights creative expression around the world.

Inspired by the themes of global rhythm and multiculturalism in *Pulse: A STOMP Odyssey*, ***Dream Lab*** is a 10-week artist residency program that will help students develop and produce creative, original work in dance, music, drama, or the visual arts. In many cities where *Pulse: A STOMP Odyssey* is shown, ***Dream Lab*** artists will work with scores of students in fourth through eighth grade classes to develop creative pieces exploring the heritage of rhythm, improvisation, creativity and innovation.

Administered by Young Audiences Inc, (YAI) a non-profit foundation for arts education, ***Dream Lab*** students will screen *Pulse* free of charge at the beginning of the program to inspire their ***Dream Lab*** classroom projects. After completion of their creative projects, ***Dream Lab*** students will showcase their work to fellow students, parents, educators, and community leaders. ***Dream Lab*** was developed for public schools that have at least a 50 percent minority student population.

“The ***Dream Lab*** program will enhance students’ ability to think and work creatively, skills that can be applied to learning to help students solve problems in new and innovative ways,” said YAI national executive director Richard Bell.

Following its launch in a selected New York City school in January, 2003, ***Dream Lab*** will expand to four additional cities when the film debuts in Los Angeles, Washington D.C., Columbus and Dallas. The program will then expand to 15 U.S. cities over the next three years.

Dream Lab is sponsored by American Honda Motor Co., Inc. as a part of the company’s continued support of innovative and multicultural programs for youth throughout the country.

“***Dream Lab*** is a unique and wonderful approach to creative learning and innovation,” said Charles Koch, manager of Regional Marketing for American Honda Motor Co., Inc. “It benefits young people throughout the U.S. by encouraging creative learning with a great deal of fun. We are honored and delighted to partner with Young Audiences on this exciting project.” said Koch.

YAI is the nation’s leading source of arts-in-education services, working to engage students and foster a culture of learning through arts education. YAI currently administers over 100,000 programs each year, introducing more than 8 million young people to an education in the major disciplines of the arts. To learn more about YAI, visit www.youngaudiences.org.

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