FOR IMMEDIATE RELEASE:

Black Rocket Breaks into the South

Digital Education Company Preps for Virginia Summer Camps

McLean, Va. – May 21, 2011 – Employees of Black Rocket Productions, the fastest growing digital education company on the East Coast, traveled to McLean, Va. to spend the day promoting their upcoming digital summer camps at the Madeira School. With summer camps on 30 campuses in five states, Black Rocket specializes in many forms of digital education for children and teens including courses in designing and programming video games, making movies, building robots, LEGO film, and many other facets of new-age technology.

Throughout the day Black Rocket toured the small, suburban town in search of ideal places to hold free events over the course of Memorial Day weekend. These free events will also serve to promote the summer camps, starting in June. The majority of the day was spent giving McLean natives a small taste of what Black Rocket does by attending McLean Day, a county-wide family fair held annually in McLean.

“I think this is a great opportunity for us to get exposure in a new area where children are excited and ready to learn what we have to teach,” said Black Rocket founder Bill Zengel.

The newfound partnership with the Madeira School comes as a result of Black Rocket’s desire to extend their reach into the Southeast region of the United States. Assuming all goes well in McLean, Black Rocket has plans to gain even more ground in Virginia as well its neighbors to the south.

With the successful of these recent efforts to spread the word about the importance of digital education as well as its intriguing and exciting nature, it Black Rocket is confident that the new summer camps on the Madeira School’s campus will be great successes as well.

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