

The background of the entire page is a photograph of two young women with long, wavy hair, smiling and laughing. The woman on the left is wearing a leopard print top, white pants, and large, light-colored sunglasses. She is holding a teal-colored smartphone. The woman on the right is wearing a white top and a floral patterned skirt. The scene is brightly lit, suggesting a sunny day outdoors. In the background, a white car and some buildings are visible, though they are out of focus.

teen week

JUNE 21 - 28, 2013

A Celebration of Youth

100+ businesses & organizations

Teens from Boston and the surrounding areas will participate in the first annual Teen Week. June 22nd through June 26th, businesses and organizations will open their doors online and offline for five days of activities, classes and events dedicated to teens. Entertainment has two goals, (1) for teens to discover all their city has to offer over the summer and year-round and (2) for business owners and organizations to come away with a new perception of our youth and a greater willingness to welcome, mentor and/or hire them in the future.

We encourage all to keep their events simple. Quality of experience is preferred over quantity. You can host an event for 30 minutes or you can open your venue for an entire day. You can host 10 teens or as many as 1,000. The sky is the limit as long as you adhere to the event guidelines.

teen-week.com/host-an-event





30,000+ youth

June 22nd through June 26th, teens will accumulate points for each event they attend and participate in online and offline. Points can be redeemed for rewards online and for rides and passes at the official Teen Week Festival, June 27th – June 30th on Boston's beautiful waterfront.

337,316 HIGH SCHOOL STUDENTS IN MA
GOAL = 10% ENGAGEMENT

how it works | 1.

download the app



...or get a free pass





how it works | 2.

Attend Teen Week events.
Get your pass scanned. Get Points!

how it works | 3.

Redeem your points for sponsored prizes online or for rides and passes at the:

TEEN WEEK
festival

JUNE 27-30



opening ceremonies

In partnership with Microsoft's *Youth Spark* program, Teen Week will begin with a meaningful opening ceremony. On June 21st teens and their families will gather on the esplanade from 5:30–9:30 PM. Teens and their families will enjoy a live concert with musical selections dedicated to the celebration of youth and their dreams. They will also be able to sign up for their Teen Week pass if they don't have one, receive guides with the week's events, visit exhibitor tables and enjoy snacks and sweets provided by Boston's best food trucks.

Each family will be provided with a single sky lantern (100% biodegradable). They will inscribe their dreams on their lantern and their family will add their hopes and wishes for the life of that youth. At 9:00 PM families will create the spark that lights the flame under each teen's dreams. All will watch the collective hopes and dreams rise into Boston's night sky while enjoying music selected for this ceremony of light.





TEEN WEEK festival

Teens will redeem points earned by attending and participating in Teen Week events (online and offline) for rides and passes at the first annual Teen Week Festival, June 27th – June 30th on Boston's beautiful waterfront. June 27th will be for Teen Week pass holders and their friends and family exclusively. The festival will open to the general public June 28th – June 30th.

Teens will make positive associations with the brands that surround them in this fun-filled immersive experience, complete with rides, games, concession stands, nightly entertainment and fireworks!

20% of the proceeds from the Teen Week Festival will go to the Thorne Scholarship Fund, which supports Entertainment's teen writers and year-round programming.

let's do it together

Year One (MA/test):

100+ Businesses

30,000+ Youth Engaged

Year Two (10 Major Cities)

1,000+ Business

500,000+ Youth Engaged

Year Three (50 Major Cities)

5,000+ Business

2M+ Youth Engaged

US Teen Population (2010): 21, 038,989

GOAL: 10% ENGAGEMENT | 2M+

When businesses and organizations open their doors (online and offline) to directly engage 10% of teens in a meaningful way, the influencers will impact the majority of the remaining teen population.



teen
week

THE CATALYST



entertainment

THE CONSTANT



THE WRITERS

OUR PARTNERS HELP OUR WRITERS TO:

- ▶ ATTEND OUR ANNUAL WRITER'S ORIENTATION & TRAINING
- ▶ EARN UP TO \$5,000 PER YEAR IN SCHOLARSHIP FUNDS
- ▶ PARTICIPATE IN MONTHLY DISCUSSIONS
- ▶ WORK WITH A MENTOR HAND-PICKED JUST FOR THEM
- ▶ ATTEND AND COVER INDUSTRY EVENTS AS OFFICIAL PRESS
- ▶ SAMPLE NEW PRODUCTS
- ▶ BE A ROLE MODEL TO THEIR PEERS
- ▶ PARTICIPATE IN FOCUS GROUPS
- ▶ GAIN CREDENTIALS GOOD FOR COLLEGE APPLICATIONS
- ▶ ENJOY UNFORGETTABLE EXPERIENCES

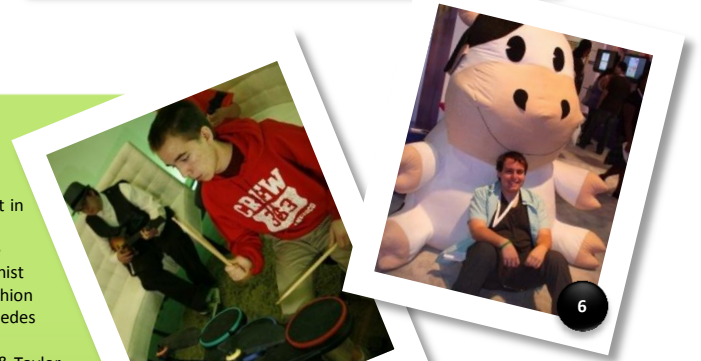
THE TOPICS

A COMPREHENSIVE MEDIA MIX BY TEENS FOR EVERYONE!

Entertainment topics chosen, covered and written by our teen columnists include but are not limited to:

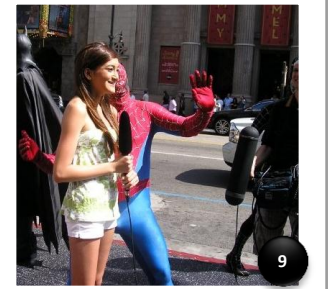
- | | |
|--------------------------|------------------------------|
| Art | Health & Fitness |
| Advice | High School & College Sports |
| Beauty | Movies / Television / Video |
| Boards & Wheels | Music |
| Books | Performing Arts |
| Boy's Fashion & Grooming | Photography |
| Celebrity Chit Chat | Pro Sports |
| Comic Books | Science |
| Food & Beverage | Technology & The Web |
| Gamers | Teen Biz |
| Girl's Fashion | Teen Finance |
| Giving Back | Teen Green |

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Memories

1. Chloe, Teen Girl's Fashion Columnist in the I <3 Prom Fashion Show at Lord & Taylor's flagship store on Fifth Avenue
2. Tenzing, Teen Girl's Fashion Columnist with her mentor, Tanya Tauthong, Fashion Coordinator for Lord & Taylor at Mercedes Benz Fashion Week New York
3. Tenzing styling prom looks at Lord & Taylor
4. Elaine and Brianna, Miss Massachusetts Outstanding Teen, filming our Valentine's Day Giveaway video
5. Entertainment Columnist serve as the teen expert panel at AdWeek's What Teen's Want Conference in New York at the Time Life Building
6. Cory at E3 in Los Angeles
7. Cory playing *Rock Band* at an XBOX holiday product preview event in New York
- 8-10. Jules hosting 'teen e' at the Teen Choice Awards and Do Something Awards in Los Angeles



A group of teenagers are playing on a high bar at a park during sunset. Two girls are hanging from the bar, one is jumping, and another is standing on the ground. The scene is bright and sunny, with a grassy field and a fence in the background.

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Wallis Amanda Mills

Teen Week & Entertainment
President & Founder
amanda@teen-week.com

857.246.TEEN (8336)
332 Newbury Street
Second Floor
Boston MA, 02115