Local Children Add Final Florals to Boeing Employee Rose Parade Float

Children from Gates Elementary School in Los Angeles, Calif., who participate in the M.I.N.D Institute's Math and Music program will join Boeing volunteers on Monday, Dec. 29, 2003, to put the final floral touches to the employee float, "Music of the Spheres" at the Rosemont Pavilion, Pasadena, Calif.

In the spirit of giving this holiday season, Boeing will present the M.I.N.D. Institute with nearly 200 grandstand tickets for the children and their families from the Los Angeles, Long Beach, and Woodland Hills schools to attend the Rose Parade. They will enjoy a New Year's breakfast celebration with their families, and will see "their" work of art take-off on Colorado Blvd., before a global audience estimated in the hundreds of millions.

"We're pleased to collaborate with M.I.N.D. Institute in brightening the holiday season for these children in our community," said Bill Collopy, vice president of Southern California Operations, for Boeing. "This organization's 'Math + Music' program instills the appreciation of music and uses it as a valuable tool for children to learn math. This program also supports our educational strategies of increasing student achievement in math and science, and preparing tomorrow's workforce today."

Community outreach to nonprofit organizations in Southern California is a key element of Boeing's annual participation in the Rose Parade. This is the company's fifth consecutive year of partnering with local charities to create a memorable experience for children. Previous organizations included: Olive Crest, Para Los Niños, Camp Ronald McDonald for Good Times, Boys and Girls Clubs of Long Beach and West Valley, and Make-A-Wish Foundation® of Los Angeles and Orange Counties.

"Boeing has proven its commitment to K-12 education over the last two years by supporting curriculum development for our Math+Music program," said Dr. Mark Bodner, co-founder and president of the Research Division of the M.I.N.D. Institute. "Kids love Math+Music which gives students the confidence and tools they need to succeed in school and in a technologically competitive society."

Boeing supports communities where Boeing employees live and work in four main areas: education; health and human services; arts and culture; and civic and enivronment. The company's ongoing commitment to education includes charitable investments in pre-Kindergarten, K-12, and higher education in 29 U.S. states, as well as in primary and secondary education in thirteen countries and two regions outside the United States. In addition to corporate charitable investments, Boeing employees give to their local communities by participating in volunteer programs, gift matching programs, and the Boeing Employees Community Fund. ECF is the world's largest employee-owned charitable organization, investing nearly $36 million per year in communities around the world where Boeing employees live and work.

Based in Costa Mesa, Calif., The M.I.N.D ® Institute is a non-profit organization founded by the former University of California Irvine scientists who discovered "The Mozart Effect." College students who listened for 15 minutes to the Mozart Sonata for two pianos in D Major achieved higher test results than students not exposed to music. Their subsequent landmark research led to the development of the revolutionary Math+Music Program, which uses a combination of video games that graphically illustrate math principles together with training in reading and playing music. For more information, visit the M.I.N.D. Institute web site.

The Boeing Company is the world's leading aerospace company, with its heritage mirroring the history of flight. It is the largest manufacturer of military aircraft, commercial jetliners, and satellites. The company is also a global market leader in missile defense, human space flight, and launch services. Chicago-based Boeing has an extensive global reach with customers in 145 countries.

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