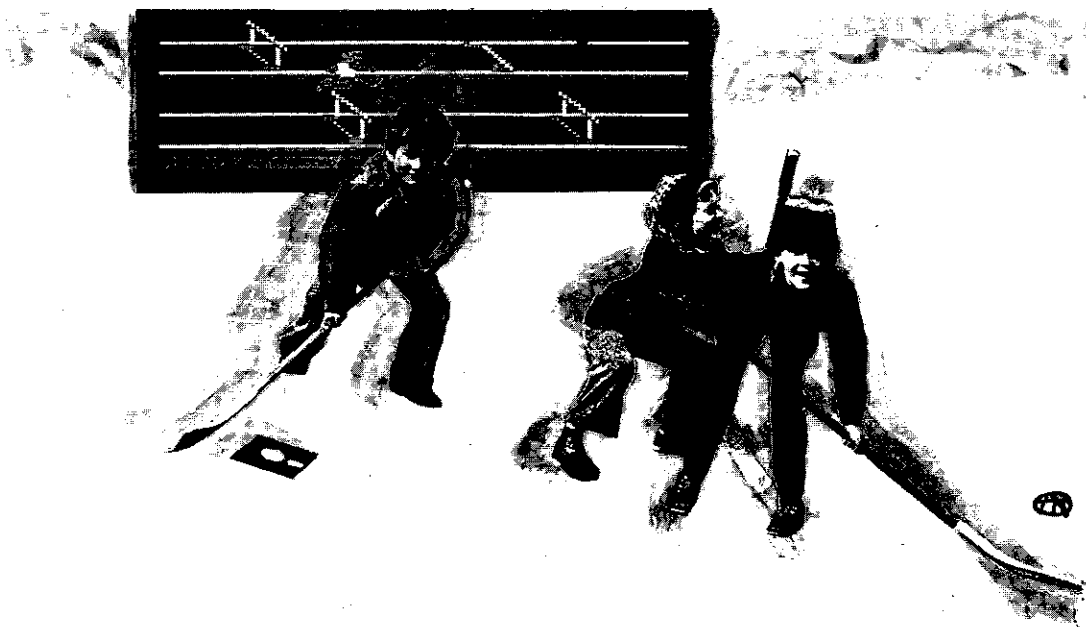


# Atari Loves Kids, and Shows It

by P.R. Adler



On December 8th, 1984, three Atari Corp. executives, with twenty-six Atari 800XL computers and 1000 T-shirts, participated in the *Children's Holiday Celebration*, a fund raising event for the Scholarship Fund of the *Children's Health Council* (CHC).

Atari loaned twenty-four of the 800XL home computers to the event's coordinators. The systems were then rented to participants, and the proceeds went directly into the Scholarship Fund. Two of the 800XLs and the one-thousand T-shirts were donated to the organization; the T-shirts will be sold by the *Children's Health Council* throughout the year.

"It was a neat day," said Ruth Kaplan, director of fund raising for the CHC. According to Kaplan, the three Atari people, James Copland, John Skruch, and Bryan Kerr contributed greatly to the success of the event. "They were extremely cooperative and helpful, just super people," she said. "Over 500 children paid to use the systems that were set up for the celebration. The two 800XLs were raffled off as door prizes, which raised \$1000 for the Center."

The *Children's Health Council*, founded thirty years ago, focuses on "multi-problem" children. Ms. Kaplan

said, "These are children who may have learning disabilities coupled with neurological damage or seizure disorders. Parents who have kids with more than one problem get conflicting opinions."

The CHC runs a therapeutic day school where "the whole child" is treated and evaluated. Ms. Kaplan told us "the CHC is trying to finance scholarships for the day school. The day school is expensive, around \$9000 a year, but many students can go back into the public school system after two or three years. If a kid can feel accepted, and not that different, then he or she can improve."