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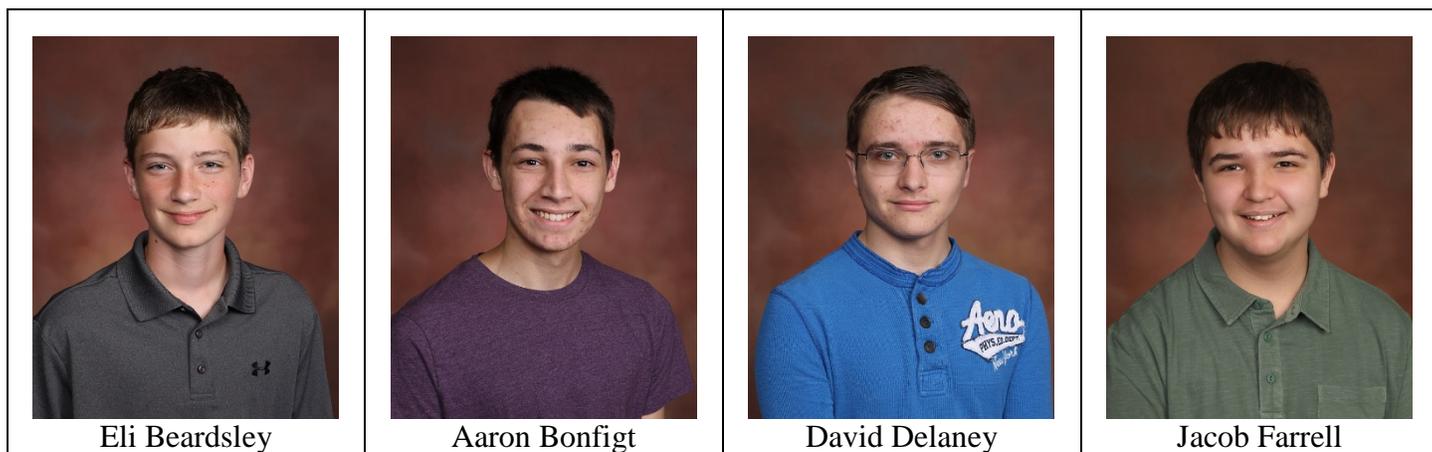
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## NEWS RELEASE

### FOR IMMEDIATE RELEASE

### Third Place at Hack Appleton for Kimberly Students

Kimberly, Wis. – May 25, 2018 – A four-person team from [Kimberly High School \(KHS\)](#) brought home third place in the first ever [Hack Appleton](#) competition. Students Eli Beardsley, Aaron Bonfigt, David Delaney and Jacob Farrell collaborated to create a technological feature that a business could use to enhance their operations.



In only six hours, 16 middle and high school teams had to come up with a solution to enhance one of three local businesses. The competitors had to create a project proposal that described their solution and goals for the business. Students also had to code a portion of their proposed project. Throughout the competition, students could ask for advice from the many local, national and international experts in attendance.

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The KHS team choose the retailer Kohls. They wrote an app intended as a search tool for customer service solutions. Their idea was that customers could quickly search a database for keywords such as "return" or "damaged." If the database was unable to address their question, they would then be able to easily communicate with a customer service representative. The overall goal of their app was to offer better customer service for people with questions or problems.

Teammates Jacob Farrell and David Delaney both said they were surprised when they learned that their team earned third place. "It was very surprising to us that we took 3<sup>rd</sup> place considering that at the last moment before submitting, one of our major features wasn't working properly," said Farrell, a freshman on the team. "This was one of my first forays in using Python which forced me to learn new ways to use the language efficiently and effectively."

After the winners were announced, the top three teams gave a five-minute presentation of their projects to the attendees. "My personal favorite part of the event was hearing about what the other finishers were able to make in the six hours we were given," said Farrell. "It was impressive."

"It was great to see how well they finished, especially when you consider the team of four was comprised of two freshman, one sophomore and one senior," said Matt Hoh, a computer science teacher at KHS. "I spoke with one of the judges and he said they did very well, and was impressed with their overall idea and the steps they took to get started with the project."

Hack Appleton was organized by the [Appleton Youth Education Initiative](#), a student-driven non-profit organization, and [Microsoft](#). This was the first ever hackathon in Wisconsin for middle and high school aged students. Event sponsors covered the cost so there was no charge to the students to participate. This event provided students interested in computer science with an opportunity to experience working in a team, developing technical practice and a chance to engage with local and international leaders in technology.

## **About the Kimberly Area School District**

The Kimberly Area School District is a progressive public school district committed to providing the best possible education available to students. Its responsibility is to help lead the way in developing well-rounded students and future citizens. The District wants every student to be given the opportunity to reach their potential through academics, the arts and co-curricular activities. It encompasses approximately 17 square miles and serves over 5,100 students in one 4K center, four elementary schools (5K-4), two intermediate schools (5-6), one middle school (7-8) and one high school (9-12). To learn more about the Kimberly Area School District, call (920)788-7900 or visit [www.kimberly.k12.wi.us](http://www.kimberly.k12.wi.us).