

AllStarCode*

FOR IMMEDIATE RELEASE

All Star Code Welcomes Erica Riccobono to Board of Directors

New York, NY – [July 10, 2024] – All Star Code is honored to announce the appointment of Erica Riccobono to its Board of Directors. Erica, who brings over twenty years of experience in account management, business development, and integrated marketing, currently serves as Managing Director, Client Services at Elephant, a leading creative agency specializing in digital product, brand, and communications.

Erica's extensive background includes roles at renowned agencies such as Huge, Digitas, and Gilt Groupe. Her strategic insight and leadership have driven large-scale engagements across various sectors, enhancing brand and digital communications for numerous clients. Erica holds a Bachelor of Arts from Georgetown University and has been recognized as one of Business Insider's Rising Stars of Madison Avenue and a Webby Awards nominee and honoree.

"We are excited to welcome Erica to our Board of Directors," said Danny Rojas, Executive Director of All Star Code. "Her expertise in digital communications and commitment to diversity and inclusion align perfectly with All Star Code's mission to empower young men from underrepresented communities with the skills and mindsets necessary to succeed in the technology industry. Erica's passion and professional experience will be invaluable as we continue to expand our reach and impact."

"I've had the opportunity to partner with All Star Code for the past four years in my position at Elephant and I'm continually impressed with the ambition of the organization," said Erica. "I've seen firsthand how much potential the All Star Code brand has, and how many amazing stories there are to tell from within its ecosystem. I hope that bringing the combination of my professional background with brand / digital

communications and my personal experience with the organization to the board would be a benefit to broader All Star Code community."

With Erica Riccobono on the Board, All Star Code is poised to further its mission and continue driving meaningful change in the tech industry.

For more information about All Star Code and its programs, please visit www.allstarcode.org.

About All Star Code:

All Star Code is a nonprofit organization that creates economic opportunity by developing a new generation of boys and young men from underrepresented communities with an entrepreneurial mindset who have the skills they need to succeed in a technological world. All Star Code envisions a country where access to the tools of success and the ability to thrive is available to all who are willing to dare greatly.

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