Teen Techies Teach “Old Dogs New Tricks”

Best Buy’s Teen Tech halfway point helps change tech lifestyle for all.

Los Angeles, December 2, 2019 – With the holidays inching closer and closer, one can find grandparents, young adults, teens and children glued to their devices, especially in Best Buy, looking for the best TV sale of the year. Over a year ago, Best Buy set out to educate underprivileged teens on critical technology skills necessary to be an active member of today’s advancing society. And that they did. With 29 active centers at the end of 2019, the goal of educating one million teens in 60 locations seems like no problem. But teens are not the only ones who must be up to date on the latest trends. Next year will also target tech-savvy seniors

With an acquisition in 2018 of Great Call, creators of the Jitterbug phone, it is no surprise that Best Buy aims to include all demographics in this technological shift. With increasing numbers of older adults purchasing smart-home equipped devices due to longer life expectancy, they need to know how to operate and effectively use new tech to live day-to-day life. And with Teen Tech groups on track to grow tremendously, this leaves Best Buy with symbiotic relationships between all ages. This purpose-driven effort allows for cyber-seniors to take on the world, with the help of the people who need to learn most – underprivileged children.

“At Best Buy, our mission is to leverage technology to ‘ignite human potential.’ And that’s exactly what we’re doing here today,” said Stefan McClinnahan, GM of Best Buy in Springfield, Virginia. By combining the teaching efforts Best Buy puts into its Teen Tech Program, the 1 million youth training for tech-related jobs can have practical experience through one of the leading tech company nationwide.

Through the help of a $20 million donation from the Best Buy Foundation, these resources will be in full swing for years to come. With the support of the Geek Squad Academy (GSA) and the Teen Tech campaign, both older adults and teens will work together to implement proactive and useful lifestyle redesign.
GSA is another program created by Best Buy to teach kids 10-18 years old technology skills. This program allows for hands-on learning with the latest gadgets, such as iPads for multimedia production, BB-8 robots to teach coding, Legos for stop-motion animation lessons, 3D design, digital music and more. All in all, these kids never learn through books. And with the help of 1,200 employees in 2019 during the Geek Squad Academy season, it’s projected even more volunteers will join in 2020, increasing the locations from 60 this year.

“It’s my favorite part of the business. It inspires me to see the impact we have on the kids we teach. I love seeing the looks on their faces when we show kids technology they haven’t seen before,” explains Pamela Smith, an annual volunteer from Morehead City, North Carolina.

With the focus put on the kids, they are able to teach older adults new tricks in the working world, and increasing technological availability and education is a critical part of Best Buy’s mission.

Best Buy Co., Inc. is a provider of technology products, services and solutions. The Company offers products and services to the customers visiting its stores, engaging with Geek Squad agents, or using its Websites or mobile applications. It has operations in in the United States, Canada and Mexico. The Company operates through two segments: Domestic and International. The Domestic segment consists of the operations in all states, districts and territories of the United States, under various brand names, including Best Buy, bestbuy.com.ca, bestbuy.com.mx, Best Buy Express, Best Buy Mobile and Geek Squad. As of December 31, 2016, the Company operated 1,200 large-format and 400 small-format stores throughout its Domestic and International segments.