



Dear Community Member,

Richmond has a new celebrity! Meet Kaisaiah Clark, an 8th grade student at Helms Middle School, who is part of the engineering academy, which uses the Project Lead the Way curriculum, one of several programs aimed at boosting the teaching of science, technology, engineering and mathematics (STEM) in California. Kaisaiah was chosen to star in a national Chevron We Agree ad, called “Science Rules.”

Chevron held an open casting call at Richmond High School and Helms Middle School over the course of two days for any interested student that was enrolled in the engineering academies. Five students from Helms Middle School were chosen to participate in a final shoot in Los Angeles. The five students and their parents/guardian were given the “red carpet” treatment, with an all expense paid trip to Los Angeles, including airfare and a hotel stay. After a long day in-front of the camera, Kaisaiah was casted in the commercial.

The commercial uses the usual split-screen format of the now-familiar television ads, featuring Kaisaiah demonstrating the amazing robotic machine his science teacher helped him make in class and Chevron geologist, Winston, pays tribute to the high school science teacher who “made him what he is today.” Both Kaisaiah and Winston share a passion for science and technology.

This ad was given a high profile launch in the United States, airing nationally on Sunday, November 27, and will continue to air nationally, spreading the STEM education message to potentially millions of people. The campaign will also be supported by print and radio advertising.

To check out the commercial, click [here](#).

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