



MEDIA ADVISORY

FOR IMMEDIATE RELEASE

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Girl Scouts of Kentuckiana and Kentucky Science Center join forces to spark girls' interest in STEM

Expanded partnership to provide more robust programming and help fill the STEM job pipeline with girls

Who: Girl Scouts of Kentuckiana (GSK) and Kentucky Science Center (KSC)

What: Girl Scouts of Kentuckiana and the Kentucky Science Center are expanding their partnership to provide more girls with robust STEM programming that will not only educate but serve as a preview of real world opportunities that exist within this growing sector. Through this agreement, hundreds of girls between the ages of 6-18 will have an opportunity to participate in hands-on activities that are both informative and fun.

Representatives from GSK and KSC will provide details on the expanded partnership. Additionally, students from the first all-girls STEM school in the nation, Mercy Academy, will participate in a STEM activity within the MakerPlace workshop and Ms. Susan Weiss, Kentucky Science Center Board Chair and founder and president of Net Tango—a technology company that develops software for private sector, government and other agencies—will describe the need for more women to join her in pursuing a career within the STEM industry.

When: Tuesday, November 15th @ 10:30 a.m.

Where: Girl Scouts of Kentuckiana's MakerPlace—2115 Lexington Road

Why: While women make up almost 60 percent of today's workforce, they comprise only 24 percent of the workforce that serves this fast growth industry. The U.S. Department of Labor also estimates that by 2018, almost 2.5 million STEM jobs will go unfilled due to the anticipated shortage of available talent. To help address this challenge, GSK and KSC are working to provide girls with experiences that will help to spark girls' interest in these ever-changing and growing professions.

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