

MEDIA ALERT

FOR IMMEDIATE RELEASE

Girls Inspired to Pursue STEM Careers at Massive LA Event *Society of Women Engineers hosts Invent it. Build it. Oct. 25 at the LA Convention Center*

WHAT: The best way to learn about something is to jump in and experience it—and that's exactly what Invent it. Build it. is all about! At this special event hosted by The Society of Women Engineers (SWE), Girl Scouts of Greater Los Angeles, WGBH's *Design Squad Nation*, and ExxonMobil Foundation, **nearly 500 girls in grades 6–8 will take part in creative engineering projects guided by 100 women engineers.** In order to spark girls' interests in STEM (science, technology, engineering, math), girls will participate in fun activities like "Dance Pad Mania," where **girls build electric circuits for a light-up dance floor**; or "Touchdown," where girls work together to **find a creative solution to landing an astronaut on a planet!** The event is emceed by Deysi Melgar, host of the TV show *Design Squad Nation*, and while the girls have fun building and inventing, 300 parents and educators will learn all about engineering careers, scholarships, college admission, and resources during a panel discussion happening simultaneously. Panelists include professionals from **UCLA, NASA, Goldieblox**, and more. Keynote speaker is the **Honorable LaDoris "Dot" Harris, Director of the Office of Economic Impact and Diversity at the US Department of Energy.** The event also includes a family outreach expo with 32 interactive booths hosted by leading STEM organizations.

WHEN: **Saturday, Oct. 25, 9 a.m. to 3:30 p.m.**

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| 9–11 a.m. | Outreach Expo |
| 11 a.m.–12:20 p.m. | STEM Activities for girls |
| 11 a.m.–12:40 p.m. | Parent & Educator Panel Discussion – Part I |
| 1:30–2:30 p.m. | Parent & Educator Panel Discussion – Part II |
| 12:10–12:20 p.m. | Keynote from Honorable Dot Harris |
| 12:55–2:20 p.m. | STEM Activities for girls |
| 2:30–3:15 p.m. | Girls show parents what they've done/raffles |

WHERE: **Los Angeles Convention Center**, Concourse Foyer & Concourse Hall
1201 S. Figueroa Street

WHO: Nearly 500 girls and Girl Scouts in grades 6–8; 300 parents; 100 Society of Women Engineer mentors, event host Deysi Melgar (from WGBH's *Design Squad Nation*); members from Techbridge and ExxonMobil Foundation; Honorable LaDoris "Dot" Harris, Director of the Office of Economic Impact and Diversity at the US Department of Energy; panelists from NASA, Goldieblox, FIRST Lego League, UCLA, and more.

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FACTS:

- STE[A]M (science, technology, engineering, art, math) programs for girls are vital: According to a 2014 study, **only 22 percent of CA students taking the AP exam in computer science are girls. Similarly, less STEM bachelor's degrees are awarded to CA women: engineering (18%), computer science (13%), technology (10%).**
- Girl Scouts of Greater Los Angeles currently sponsors 27 *FIRST* Lego League robotics teams and hosts introductory rocketry programs three times a year. All thanks to individual donations and partnerships, Girl Scouts also hosts video game design workshops, app creation classes, physics programs where girls learn to build simple machines, and more.
- Girl Scouts helps foster a lifetime passion for learning and offers a variety of unique opportunities to girls, including programs in robotics and rocketry, community service, leadership and public speaking, travel, outdoor adventure, arts and culture, and more. To join or volunteer, go to girlscoutsla.org.

PHOTO/B-ROLL OPPORTUNITIES:

Great images of enthusiastic girls and women engineers taking part in hands-on STEM activities; panel discussion of women in STEM fields.

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