



3832-010 Baymeadows Road, Suite 348, Jacksonville, FL 32217
Phone: (904) 268-8287 Fax- (904) 739-1364



elexia@empowermentresourcesinc.org www.empowermentresourcesinc.org

MEDIA ADVISORY

STEM Day for local girls, ages 9-17

PRESENTED BY:

Florida State College at Jacksonville Tri-IT program and Empowerment Resources, Inc.'s Journey Into Womanhood program

WHO:

Girls ages 9-17 in the Tri-IT and Journey Into Womanhood program

WHAT:

STEM Day will expose girls to Science, Technology, Engineering and Math (STEM) areas in 4 technology based classrooms that involve STEM. Interactive sessions will be conducted by women whose backgrounds or careers are in the STEM arena.

Highlights:

***Science of Scent** will involve participants learning about how scents are created. Participants will learn about the Science of Scent as it relates to certain products and the research of what goes into production. Following that, participants will make their own scent and marketing campaign that will be judged from members of the community. A Chemical Scientist, Perfume/Scent Professional, Image and Media Consultant and Tri-IT Administrators will judge participants. Winners of the Science of Scent contest will receive perfume gift sets.

***Tour Colomer, Inc.** – the manufacture of beauty and cosmetic products such as nail polish, bath products and hair products like Cream of Nature and Crew.

***Up close learning:** Briefly learn from speakers will work in the STEM arena as it relates to consumers choosing what products they feel are best.

WHEN:

Saturday, December 11, 2010 from 8:30 a.m. – 3:30 p.m.

WHERE:

Florida State College at Jacksonville, 401 West State Street, Jacksonville, Florida, Advanced Technology Center (ATC) Building

WHY:

To address gender inequality in Science, Technology, Engineering and Mathematical career fields by providing learning opportunities to girls.

FOR MORE INFORMATION: Call (904) 268-8287 or email at elexia@empowermentresourcesinc.org



3832-010 Baymeadows Road, Suite 348, Jacksonville, FL 32217
Phone: (904) 268-8287 Fax- (904) 739-1364



elxia@empowermentresourcesinc.org www.empowermentresourcesinc.org

About Tri-IT

Tri-IT is a unique, high-tech initiative designed to provide high school girls opportunities to participate in interactive technology experiences and cultivate their interest in information technology (IT) careers. Supported by a \$1.5 million National Science Foundation research grant, Tri-IT builds upon the academic strengths of three diverse colleges: Florida State College at Jacksonville, Florida A&M University and Seminole Community College. www.t3girls.com

About Empowerment Resources Inc.

Empowerment Resources, Inc., is a private 501 (c) (3) non-profit organization whose mission is to focus on making children and their families stronger while empowering them to become successful leaders in the community. We offer the following services: Journey Into Womanhood, Life-Skills workshops for male and female teens, Parenting Seminars and Coaching. www.EmpowermentResourcesinc.org

#