



For Immediate Release
November 14, 2017

Media Contact:
Elaine Driscoll (MGC) 617-571-2964

MEDIA ADVISORY and PRESS CONFERENCE

Strategic Collaboration Announce Launch of Innovative Recruitment and Outreach Campaign On National Women in Apprenticeship Day

Program Partners to Unveil First-of-its-Kind, Statewide Initiative

- WHAT:** In honor of **National Women in Apprenticeship Day**, a unique collaboration of partners will launch a major recruitment and outreach effort aimed at increasing diversity in the union building trades. The founding partners of this workforce development initiative will unveil the details of a new first-of-its-kind, statewide initiative. This exciting new campaign was designed to address an ongoing challenge in an innovative and impactful way by inspiring women to pursue a career in the union building trades as a viable path to equal pay for equal work, excellent benefits, and a better future. Currently, in Massachusetts tradeswomen comprise 5% of the workforce. This statewide effort aims to increase tradeswomen in the building trades to 20% by 2020.
- WHO:** Massachusetts State Senator **Linda Dorcena Forry**; *United States Department of Labor* Regional Director of Apprenticeship **Jill Houser**; Boston City Councilor-at-Large **Ayanna Pressley**; Members of the *Massachusetts Gaming Commission* including Chairman **Steve Crosby**, Commissioner **Bruce Stebbins** and Director of Workforce, Supplier and Diversity Development **Jill Griffin**; *MGM Springfield* President and Chief Operating Officer **Mike Mathis**; Representatives from the *Northeast Center for Tradeswomen's Equity* including: *Building Pathways Building Trades Pre-Apprenticeship Program* Executive Director **Mary Vogel**, *the Building and Construction Trades Council of the Metropolitan District* Secretary Treasurer and General Agent **Brian Doherty**, *New England Regional Council of Carpenters* Business Rep/Organizer and Policy Group on *Tradeswomen's Issues* co-founder **Elizabeth Skidmore** and *Massachusetts AFL-CIO* President **Steven Tolman**; *Massachusetts Building Trades Council* President **Frank Callahan**, *City of Boston* Director of Economic Policy and Research, Small Business Development **Karilyn Crockett**
- WHERE:** Sheet Metal Workers Local 17 Training Center
1181 Adams Street, Dorchester, MA
- WHEN:** **THURSDAY, November 16, 2017 at 11:30 a.m.**
- NOTE:** The U.S. Department of Labor designated November 16th as National Women in Apprenticeship Day. This call to action is to increase the use of Registered Apprenticeship to upskill our nation's workers, expand the talent pipeline available to U.S. industries, and diversify our nation's workforce.

2201 Washington St.
Roxbury, MA 02119

PO Box 192086
Roxbury, MA 02119
857.800.8881