

Press Release

February 29, 2016 For immediate release

SES is a major sponsor of YWCA Princeton's All-Girls FTC Robotics team!

PRINCETON, NJ - YWCA Princeton's All-Girls Competitive Robotics program is expanding to *FIRST* Tech Challenge (FTC) level this year. SES, the world's leading satellite operator, is a major sponsor of the FTC team.

"Thanks to SES and Maureen Offord, the new FTC team will give middle and high school girls in the Greater Princeton Community a unique opportunity to develop relevant 21st century skills in science, technology, engineering and mathematics (STEM), while gaining confidence and developing the ability to work in a group. Girls who join the YWCA FTC team will be ambassadors to the community, be mentored by the engineers at SES, and compete in local and regional FTC events," states Dr. Cheryl Rowe-Rendleman, YWCA Board Member and Chair of the YWCA's STEM Committee.



According to *FIRST* (**F**or **I**nspiration and **R**ecognition of **S**cience and **T**echnology), an organization whose mission is to inspire young people's interest and participation in science and technology, *FIRST* events have a positive impact on young people. Over 84% have more interest in school, 84% have more interest in taking a challenging math or science course, and 86% are more interested in attending college. Members of FTC teams are 13 to 18 years old and can apply for scholarships at many colleges. "Of all these numbers, the most exciting to me is that 33% of girls who participate in these programs, major in the field of engineering! What could be a better way of empowering women and girls!" adds YWCA Princeton CEO Judy Hutton.

In keeping with its mission of eliminating racism and empowering women, YWCA Princeton launched its very first competitive robotics program for girls in 2015. Two YWCA Princeton teams, Orange Power and Orange Alert, competed in the *FIRST* Lego® League (FLL) for grades 4-8. The program was very well received. The two teams will compete again in the 2016 season.

For more information about the FLL teams and FTC team, go to www.ywcaprinceton.org/robotics.

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Photo Caption

(L-R) SES' Maureen Offord and YWCA Princeton's Board President Heather Kisilywicz at the "Inaugural Season of Competitive Robotics at YWCA Princeton" celebration. YWCA Princeton's 2016 program will include a FTC team for middle and high school girls and two FLL team for girls in grades 4-8. For more information about the FLL teams and FTC team, go to www.ywcaprinceton.org/robotics.

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YWCA Princeton

Established in 1922, the YWCA Princeton is a local not-for-profit organization with thousands of members. It serves Mercer County and Central NJ through educational and recreational classes, social services, advocacy, and leadership development. Programs include summer camps, aquatics, arts and crafts, breast cancer resources, community events, dance, early childhood education, English as a Second Language, martial arts, American Red Cross and lifeguard certification classes, and Newcomers group for those new to the area. The YWCA is the oldest and largest multicultural women's organization in the world with affiliates in over 120 countries and with 250 associations in the U.S. It is a safe community building strong women leaders, empowering women, and eliminating racism. For more information, call (609) 497-2100 ext.316 or visit www.ywcaprinceton.org.