



October 27, 2015

FOR IMMEDIATE RELEASE

The Women in Technology Education Foundation unveils new name—STEM for Her—and new strategic vision

Falls Church, Va, (PR Newswire), October 27, 2015 —The Women in Technology Education Foundation today announces it is now called *STEM for Her*, and is launching a new strategic vision, brand and website to go along with it.

“Opportunities for women in technology-related careers are growing around the world,” says Dr. Marian McKee, Chair, *STEM for Her*. “With our new vision, *STEM for Her* is well poised to empower women to change the world.”

Women account for only 24 percent of the STEM workforce, which makes the work of *STEM for Her* more important than ever. *STEM for Her* promotes education to create awareness, excitement, and opportunities among girls and young women to pursue successful science, technology, engineering and math related careers. And in order to make a positive difference in the future, the Foundation must be constantly shifting and adjusting to today’s world.

More specifically, a change in the brand was necessary because we recognize that STEM represents more than technology. *STEM for Her* welcomes support from both women and men in the pursuit of its mission. The name Women in Technology (WIT) Education Foundation did not adequately portray who we are and what we are trying to achieve.

Our new name breaks down barriers —which is our objective as a Foundation. *STEM for Her* has taken this notion a step further by developing a new, fully responsive, website that is streamlined, flexible and a unique experience for site visitors. The new online platform provides users with the ability to explore the *STEM for Her* story, easily discover partner programs, and access an easy-to-use donation system.

To explore the new website, visit www.STEMforHer.org

About *STEM for Her*

STEM for Her, a 501(c)(3) non-profit foundation, formerly known as the Women in Technology Education Foundation, champions programs and initiatives that foster enthusiasm and inspires girls and young women to pursue fields of study and careers in science, technology, engineering and math. Founded in 2003 by Women in Technology, *STEM for Her* offers financial support in a variety of ways as it works towards its mission of empowering young women to change the world by excelling in STEM-related careers.

Contact: Julia Wilton
Board of Directors, Marketing & Communications
STEM for Her
703 349 1044
marketing@STEMforHer.org