



## **Girls, Math & Science Partnership Launches Program to Promote Math & Science Careers for Teen Girls**

*Innovative toolkit seeks to inspire girls toward non-traditional careers*

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**PITTSBURGH – April 23, 2009** – The Girls, Math & Science Partnership (GMSP), a program of Carnegie Science Center, today launched Can\*TEEN, a new program intended to close the gap in science, technology, engineering, and math (STEM) careers for girls ages 10 and older.

An innovative toolkit utilizing eight animated female characters to lead girls through an exploration of science careers and opportunities, Can\*TEEN includes CDs for each STEM discipline featuring profiles of female role models, activities, and information on STEM classes and scholarships as well as classroom tools like a periodic table, calculator/ruler, and journal.

“In creating Can\*TEEN, we provide a whole new way of thinking about the way girls become engaged in careers focused on each of the STEM disciplines,” says Jennifer Stancil, Executive Director of the Girls, Math & Science Partnership. “By helping girls see themselves as agents of change first, we allow girls to freely explore these non-traditional careers fields on their own terms, with the idea that as women they can change the world by using science.”

GMSP was created in Pittsburgh in 1999 by The Heinz Endowments in collaboration with the Alcoa Foundation and Family Communications, Inc., to address issues regarding girls, their participation in science, and the expansion of their opportunities in and influence on the science and technology workforce. Through its popular website [www.BrainCake.org](http://www.BrainCake.org), as well as a host of interactive, high-interest science-based programs, GMSP has caught the attention of thousands, serving more than 43,000 participants in 2008 alone with cutting-edge online and onsite programming.

Approximately 200 kits were distributed free to girls during today's Can\*TEEN launch event at the Science Center as part of Take Your Daughter to Work Day. Can\*TEEN toolkits are available for \$39.95 in the Science Center's XPLORE Store and online at [www.BrainCake.org](http://www.BrainCake.org).

Can\*TEEN takes a unique approach in addressing girls by using Howard Gardner's Multiple Intelligences to help provide an entry point to learning. The eight featured Can\*TEEN characters guide the user through the four STEM fields, providing unique and interesting personas for girls as if they were part of a larger narrative. This same technique will be used in the companion online space, [www.BrainCake.org/canteen](http://www.BrainCake.org/canteen), as a platform for social action.

"GMSP has recognized that girls approach science in a much different way than boys do," said Ron Baillie, Carnegie Science Center Co-Director. "GMSP programs have been developed around the best practices in the science for girls and how they relate to science, and Can\*TEEN is yet another program that will open doors for girls to explore career opportunities in math and science."

Can\*TEEN is made possible by a \$75,000 grant from the Motorola Foundation with additional support from Google, Bayer's *Making Science Make Sense* program, WGBH-Boston, The Saturday Light Brigade Radio, The Alice Project at Carnegie Mellon University, and Engineer Your Life.

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### **About the Girls, Math & Science Partnership**

The Girls, Math & Science Partnership (GMSP) was created to address issues regarding girls, their participation in science, and the expansion of their opportunities in and influence on the science and technology workforce. Working with girls ages 11–17, their teachers, parents and mentors, GMSP draws organizations, stakeholders and communities together in an effort to ensure that girls succeed in math and science. The partnership's mission is to engage, educate and embrace girls as architects of change. In 1999, The Heinz Endowments began collaborating with the Alcoa Foundation and Family Communications, Inc. to incubate the partnership, establishing its commitment to scientific literacy projects. GMSP's successful website, [www.BrainCake.org](http://www.BrainCake.org), receives more than 1 million hits per month. Pittsburgh's Carnegie Science Center is now providing the administrative home for the partnership and acts as a steward of its continuing mission. GMSP's national expansion efforts are manifested in affiliates at other science centers across the US, most recently in Phoenix, Arizona.

### **About Carnegie Science Center**

Carnegie Science Center is dedicated to inspiring learning and curiosity by connecting science and technology with everyday life. By making science both relevant and fun, the Science Center's goal is to increase science literacy in the region and motivate young people to seek careers in science and technology. One of the four Carnegie Museums of Pittsburgh, the Science Center is Pittsburgh's premier science exploration destination, reaching 700,000 people annually through its hands-on exhibits, camps, classes, and off-site education programs.

### **About Carnegie Museums of Pittsburgh**

Founded by Andrew Carnegie in 1895, Carnegie Museums of Pittsburgh is a collection of four distinctive museums dedicated to exploration through art and science: Carnegie Museum of Art, Carnegie Museum of Natural History, Carnegie Science Center, and The Andy Warhol Museum. In 2008, the museums reached more than one million people through exhibitions, educational programs, outreach activities, and special events.