

She Can STEM Quote Addendum

This document contains additional quotes from campaign partners and supporters.

Partner Quotes

Linda Boff, Chief Marketing Officer, GE:

Creating programs like *She Can STEM* is crucial to raise awareness about the ongoing gender imbalance in science, technology, engineering and math. We're thrilled to collaborate with The Ad Council and like-minded companies to encourage and inspire the STEM leaders of tomorrow.

Kathleen Hall, Corporate Vice President – Brand, Advertising, Microsoft:

We are proud to partner on this campaign because we are committed to the power and value of diversity in technology. We hope that young women who are good at math and science will know we are waiting for them to come help change the world.

Tara Walpert Levy, Vice President, Agency and Brand Solutions, Google:

Google is thrilled to work together with our partners on this campaign to promote awareness around women who have established successful careers in STEM. We have long been committed to providing students around the world with quality STEM education and access to opportunities in tech, and we need to support diverse groups, as well as those who may find easier access.

Shachar Orren, Chief Storytelling Officer, Playbuzz:

Widespread content fatigue and an influx of ads that deprioritized the user experience have made it increasingly difficult for brands to achieve meaningful message penetration and, ultimately, shifts in perception. At Playbuzz, our goal is to help brands create a dialogue with their audiences, and provide consumers with immersive, truly engaging branded experiences that users choose to consume. The Playbuzz-powered campaign for *She Can STEM* encompasses those qualities, with the keen understanding that interactive content enhances content memorability and is crucial when educating audiences on such an important message.

Sylvia Acevedo, CEO, Girl Scouts of the USA:

For over a century Girl Scouts has provided innovative programming for girls, including in STEM subjects—in fact, one of our first badges, introduced in 1913, was the Electrician badge. We are proud to continue inspiring more girls to pursue STEM by making some of Girl Scouts' research-backed programming available through the *She Can STEM* campaign. These resources help girls and parents not only explore her STEM potential and transform ideas into action, but also see that STEM can take her anywhere she wants to go. With Girl Scout troops in virtually every zip code in the country, we have the ability to bring STEM to life for every girl. Find out more at www.girlscouts.org.

Karen Horting, Executive Director and CEO, Society of Women Engineers:

So many young girls show an interest in math and science at a young age, but aren't encouraged to pursue it and turn it into what could be an incredibly interesting and rewarding career. Further, girls often do not associate STEM as a career path that allows them to help people, and they also lack confidence in STEM skills as compared to their male counterparts. We need to change the perception of what an engineer or technologist looks like and inspire girls to further explore these amazing career opportunities.

Lucy Sanders, CEO & Co-founder, National Center for Women & Information Technology (NCWIT):

Girls and women in the U.S. are avid users of technology, but they are significantly underrepresented in its creation. Participating in this campaign will show youth how their strengths, interests and prior experiences align with a variety of meaningful computing careers. Providing diverse, relatable portrayals of computing professionals, on the media channels where they are already tuned in, can inspire young women to see themselves as innovators.

Judy Vredenburg, President & CEO, Girls Inc.:

Girls Inc. is thrilled to be a *She Can STEM* campaign partner. We all play a critical role in developing girls' enthusiasm for STEM while simultaneously dispelling the stereotypes that girls are not good at or interested in STEM. We must also expose girls to role models who show them what they can achieve in these fields. The future of STEM is bright and it *is* female.

Talent Quotes

Olivia Rodrigo, Disney Star:

It is so important for girls to realize that they truly can do anything, even in male dominated fields like STEM. You should feel free to pursue any career path you feel passionate about. Girls can change the world!

Tessa Netting, Actress and Content Creator:

I think it is extremely important for young girls to not be afraid to outwardly show and be proud of the things that they are passionate about. If a girl shows an interest in a STEM related activity, we as a society should try harder to encourage and inspire her to pursue it. These girls are our leaders, our inventors, our backbone, our future, and they deserve to be celebrated.

Karina "Slime Queen" Garcia, Content Creator:

From slime to DIY projects, that's all STEM! Some of my Craft City products have STEM stamps on them to remind girls that they're doing STEM activities while they also do fun projects. Through my work I hope to inspire girls and show them that they can STEM, too!

Sara Dietschy, Content Creator:

I play basketball. I play electric guitar. I was an electrical engineering major. I create videos on YouTube focused on tech and creativity. I hope I can show girls there are no limits on what you can be.

Kamri Noel, Content Creator:

By having girls participate in STEM activities, we are showing them that they have a voice. Women bring important qualities to the work atmosphere, and when we show them that it is OK for girls to have a voice in STEM professions, we are breaking the stereotypes and changing the future.