



PRESS RELEASE

For Immediate Release

TECHSPLOURATION EXPANDS PROGRAMMING TO PRINCE EDWARD ISLAND

March 10, 2022 (Halifax, NS) – Techsploration and the PEI Business Women's Association (PEIBWA) have announced the launch of Techsploration PEI, a pilot project to expand Techsploration's award-winning career exploration program to Prince Edward Island for the first time in the non-profit's 24-year history.

"Techsploration's mission and mandate to inspire young women to explore exciting careers in science, engineering, trades, and technology aligns so well with our mandate to educate, empower, and inspire PEI women to succeed in their business endeavours," said Margaret Magner, CEO of PEIBWA. "PEIBWA is delighted to join Techsploration as its Presenting Partner for Techsploration PEI. This is an opportunity for us to introduce this wonderful organization to schools in our region and to continue to develop powerful and impactful inter-provincial programming."

Techsploration PEI will introduce two PEI schools to Techsploration's programming designed for young women in Grades 9 through 12. With funding made possible through ACOA, Kinkora Regional High School will participate in Techsploration's Nova Scotia program model in 2022 as the first PEI school to participate. A second school has not yet been confirmed.

"We are committed to providing our students with access to exciting extracurricular programming that empowers them to explore and experience in-demand careers, so we are thrilled to participate in Techsploration PEI! I am eager to see the lasting impact this program will have in our community," said Matthew Killeen, Principal, Kinkora Regional High School.

PEIBWA first connected with Techsploration in 2019 when Shelley Jessop, PEIBWA's Director for the Rural Women's Business Centre in Central Bedeque, attended Techsploration's 2019 Annual Alumnae Conference to explore the possibility of bringing the program to PEI. PEIBWA's participation in the event solidified its interest in bringing Techsploration to the province, and from that point forward, a partnership was set in motion.

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About Techsploration:

Techsploration is a non-profit founded in 1998, with the goal of increasing the number of women working in science, engineering, trades, and technology. By assisting young women from diverse backgrounds to explore career options in fields where women are significantly underrepresented, our programming creates awareness about the significance of STEM and skilled trades in their future careers. Nearly 60 per cent of Techsploration alumnae go on to pursue careers in STEM and skilled trades fields.

About PEIBWA

The Prince Edward Island Business Women's Association (PEIBWA) is a dynamic network of women entrepreneurs and business professionals from across PEI established in 1993. A member-based not-for-profit organization, PEIBWA has a mandate to educate, empower and inspire PEI women to succeed in their business endeavours.