

NEWS AND STORY IDEAS

Carolyn McKecuen has played an integral role in Take Our Daughters And Sons To Work[®] Day since its inception. Today, she heads the Take Our Daughters And Sons To Work Foundation, which now administers the program.

Carolyn has devoted her life to empowering others - from young women in developing countries to girls and boys interested in learning about career options. Her expertise ranges from micro-finance to the arts, but her passion lies in the expansion and growth of the Take Our Daughters And Sons To Work[®] program, which she has worked closely with the last 18 years.

Consider the story ideas below, or [contact us](#) with a specific request.

Talk with participants and/or alumni in your area We can connect you with program participants and/or alumni in your area, giving you a local angle on an important national celebration.

Tips on how to plan your workplace observance of Take Our Daughters And Sons To Work[®] Day George McKecuen can offer helpful tips on how workplaces can prepare for April 28, 2011.

Workplace activity ideas George can offer fun and educational activity ideas that can be used in all types of workplaces - from corporations and restaurants to universities and home offices.

How workplaces serve the program The program's 2011 theme – Invent The Future - was selected from suggestions by workplaces that participated in 2010. George can discuss other ways employers and businesses have contributed to the program's development.

How Take Our Daughters And Sons To Work Day[®] benefits workplaces Most businesses are tightening their belts right now, and some are considering eliminating Take Our Daughters And Sons To Work[®] Day as a way to cut back on costs. George can share how this program can provide an important boost to workers and their families. He can also offer tips on how to keep the program inexpensive.

Invent The Futuer This year's program theme centers on developing a sense of empowerment in girls and boys by helping them learn about the world of work. This means building partnerships between businesses and schools, adults and children, workplaces and neighborhoods so all children can go to work on April 28, 2011. George can discuss how the program incorporates this theme into its activities and can recommend ways for workplaces to do so as well.

Taking the program worldwide Every year the program receives requests from countries seeking assistance in setting up their own observances of Take Our Daughters

And Sons To Work[®] Day. The foundation is currently working to partner with NGOs in other countries, as well as US corporations that operate in other countries, to establish a model program.

If you would like to talk with Carolyn McKecuen or be connected with a local participant/alumni, please contact George McKecuen at 800-676-7780 or todastw@mindspring.com.