

ONE-PAGER

Take Our Daughters and Sons to Work Day[®]: Thursday, April 28, 2011

“Invent The Invent”

Designed to be more than a career day, the **Take Our Daughters and Sons to Work[®]** program goes beyond the average practice of “shadowing” an adult.

For over 18 years, the program’s development of new, interactive activities and partnerships has helped us in taking girls and boys to the future they dream of.

This year’s Take Our Daughters and Sons to Work[®] Day is Thursday, April 28, 2011. The theme is *“Invent The Future.”*

Exposing girls and boys to what a parent or mentor in their lives does during the work day is important, but showing them the value of their education, helping them discover the power and possibilities associated with a balanced work and family life, providing them an opportunity to share how they envision the future and begin steps toward their end goals in a hands-on and interactive environment is key to their achieving success.

By bringing girls and boys together, we all contribute to creating a more equitable world—at home, at school, and in the workplace. This year we are celebrating the opportunities that girls and boys will discover and the opportunities for parents, mentors, and the community to continue involvement in this unique educational experience.

About the Foundation

The Take Our Daughters And Sons To Work Foundation, which administers the program, is dedicated to developing innovative strategies and research-based activities in informal educational programs that empower girls and boys in all sectors of society so they may reach their full potential and live fulfilling lives. Through its leadership, expertise, and collaborations, the Take Our Daughters And Sons To Work Foundation advocates for changes in social policy and public awareness on behalf of youth.

Contact: George McKecuen at: 800-676-7780 or todastw@mindspring.com

Web site: www.daughtersandsonstowork.org

Story Ideas

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.

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. She can also offer tips on how to keep the program inexpensive.

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.

Invent The Future: 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.