

NATIONAL ENGINEERS WEEK FOUNDATION'S
6TH ANNUAL GLOBAL MARATHON
FOR, BY AND ABOUT WOMEN IN ENGINEERING & TECHNOLOGY
SET FOR MARCH 10-11, 2010

**ANNUAL LIVE 24-HOUR WORLDWIDE FORUM CONNECTS WOMEN AND GIRLS
FROM SIX CONTINENTS FOR CONTINUOUS CONVERSATION**

ABOUT WOMEN AND ENGINEERING

2010 EVENT IS THEMED 'LAUNCHING TOMORROW'

WASHINGTON DC, February 17, 2010 – Throughout much of the world, the field of engineering is still assumed to be a male dominated profession. Yet, today, in countries large and small, that perception is beginning to experience a dynamic shift as women engineers take on more prominent and numerous roles and the gender gap narrows.

National Engineers Week Foundation has led the way in addressing this gender imbalance through mentoring, education and outreach to girls and young women. One of the Foundation's premiere events, the Global Marathon For, By and About Women in Engineering & Technology, speaks directly to the next generation of women engineers. Set to begin at noon (EDT) on March 10, 2010 and running continuously for 24 hours through noon (EDT) on March 11, the 6th annual Global Marathon, with the theme of "Launching Tomorrow," provides a unique opportunity for young women engineers across six continents, as well as for middle- school, high-school and university students.

Through continuous conversation, these aspiring professionals will be able to chat about careers and experiences while networking with some of the planet's most interesting women in engineering and technology. Empowered by the knowledge that a career in engineering has the potential to both change the world, and is within their grasp, these young women are preparing to use their talents, determination and intelligence to positively impact the way we live - now and in the years ahead.

Honorary co-chairs of the 2010 Global Marathon are Leslie Jones, Senior Vice President, Women's Business Council Executive Sponsor, and Chief Information Officer, Motorola, Inc. and Nan Mattai, Senior Vice President, Engineering and Technology, Rockwell Collins.

"The Global Marathon is all about making connections and inspiring women and students to make the most of their opportunities," said Jones. "The theme of 'Launching Tomorrow'

resonates with me because, through their work in innovation, engineering, or creating any technological progress, women are literally shaping the world of tomorrow in meaningful ways. This is a unique and enriching global event, and I know that it will change lives for the better in myriad ways."

The Global Marathon reaches women in both developed and developing countries, including regions where traditional beliefs, educational avenues or a glass ceiling may have inhibited women from pursuing or maximizing opportunities in technology and engineering.

"In China, women engineers are involved in civil engineering, electronic engineering, computer science, and much more," commented Dr. Maggie Song (Song Ge), Senior Manager, China Development Lab, IBM. "Women in technology are very supportive at IBM China. One-third of the population in our lab are women. The Global Marathon also provides important role models for women and demonstrates the value of an engineering career to world class companies."

Nadine R. Rishani, a graduate student and research assistant at American University of Beirut (AUB), is coordinating Global Marathon events in the Middle East and Africa. She added, "In Lebanon, as well as in the Middle East overall, great importance is given to the family. Thus, family concerns are a major obstacle facing women professionals. This event brings young women stories and experiences of role models and illustrates for them that women can be wives and mothers as well as very successful engineers."

The Global Marathon features both live and pre-taped events and virtual programming from around the world. Previous Marathons have proven their value by laying the groundwork for young women that is paying off now as they continue into higher education or enter the workforce.

Jennifer Weidenbaum, associate executive director for Girls Inc. of New York City, is in charge of curriculum for the Urban Assembly Institute of Math and Science for Young Women. She helped organize last year's extremely successful event at New Jersey's Liberty Science Center, sponsored by Verizon.

"The value of the Global Marathon is in letting young girls hear directly from women around the world who have fulfilling careers in technical fields," commented Weidenbaum, "This event exposes girls to educational and career opportunities in science and technology they might not otherwise have considered."

Some of the programming highlights for 2010 includes:

- The Marathon kicks off with a webcast from Chicago's Adler Planetarium, focusing on investing in girls and women in STEM (Science, Technology, Engineering and Math) education. Sally Ride, the first American woman in space, will be the keynote speaker. Hosted by Global Marathon co-chairs Leslie Jones and Nan Mattai, the event will be taped on Thursday, February 25 and streamed during the Marathon.
- Motorola will present an Android application learning series, which will be featured during the Marathon. The series will ask participants to first come up with a great idea for the app, then for ideas on how to develop it and, finally, a plan to protect and market it.
- On Monday, February 15, timed to coincide with National Engineers Week, Rockwell Collins hosted a day-long event for educators, including counselors, science and math teachers and district leaders at its headquarters in Cedar Rapids, Iowa. The event will focus on engaging educators by exhibiting first-hand the opportunities at Rockwell Collins and other tech companies for young women aspiring to careers in engineering. A panel discussion, featuring some of those women who have participated in hands-on experience at Rockwell Collins, along with their workplace mentors, will be taped and re-broadcast during the Global Marathon.
- Symantic will host events in both the U.S. and abroad. In the U.S., the company will be hosting an event on March 5 at the Tech Museum of Innovation in San Jose, CA. The event will feature Symantec employees mentoring students and working hands-on with them on a science project. As part of the program, a guest speaker will talk about the industry and how she got involved in engineering. The event will be taped and streamed during the Global Marathon. In Beijing, Symantec will host an event focusing on engineering and management career paths for women within Symantec. In addition, Symantec will be partnering with IBM's China R&D center to jointly host a lecture for students from the top universities in Beijing.
- In India, Motorola will sponsor a nationwide event on February 6 that will be taped for streaming during India's Global Marathon segment. The program will focus on middle schoolers, looking at industry, academia and education. It will specifically target students from NGO, government and under privileged schools in Bangalore. The objective is to increase awareness of potential sources to continue high school beyond tenth grade, which is when free education stops in India. The program is a partnership between Motorola, IBM and Dupont and is led by the Indian professionals from those companies.

- In Brazil, DuPont is working with CH2M Hill and the Brazilian engineering firm Promon to produce two 45 minute presentations and a half-hour discussion. The presentations will be broadcast live through Skype and similar technologies. The audience will include those from engineering universities, pre-college students and engineers. Themes include The Engineer Profile in the Modern World; Engineering as a Solution for a Sustainable World; Business Women Leadership and Decisions; and Tools that Engineering Offers to Design an Integral Life Plan.
- The European session will be hosted from the Big Bang Fair in Manchester, England, a science and engineering careers fair that attracts over 15 thousand students. The event includes exhibitions, workshops and performances by many leading companies and science and engineering professional bodies. Young women attending will be invited to sit by a phone or chat online with women engineers from Rolls Royce; Shell and other companies attending while also speaking to anyone who wants to join in. They will also have an opportunity to speak to women from CH2MHill about the Olympics 2012 and other companies who will dial in, such as BP.
- As the Global Marathon circles the globe and returns to North America on March 11, Verizon will broadcast Judy Spitz, Chief Information Officer for Verizon Business, as she speaks to high school girls about the leadership skills women bring to technical fields. This speech will be given as the keynote speech for DeVry University's HerWorld event on February 26, a day-long event aimed at high school girls, celebrating the contributions of engineers, scientists and mathematicians. Verizon's presentation also will include perspectives from women currently holding positions in technical fields as well as female college students in technical majors.
- The Global Marathon concludes with a live, interactive webcast hosted by Eileen Sweeney, Director, Motorola Foundation. With a theme of investing in women, the webcast will be a call to action focusing on the social and business benefits of bringing women into engineering and it will look at how to actualize the information gleaned during the 24 hours of the Global Marathon.

For more information or to be part of the Global Marathon please visit www.globalmarathon.net.

Sponsors for the 2010 Global Marathon include ExxonMobil, Motorola Foundation, Symantec, Rockwell Collins and Verizon.

About National Engineers Week Foundation

The National Engineers Week Foundation, a formal coalition of more than 100 professional societies, major corporations and government agencies, is dedicated to ensuring a diverse and well-educated future engineering workforce by increasing understanding of and interest in engineering and technology careers among young students and by promoting pre-college literacy in math and science. Engineers Week also raises public understanding and appreciation of engineers' contributions to society. Founded in 1951, it is among the oldest of America's professional outreach efforts. Co-chairs for 2010 are ExxonMobil Corporation and the American Society of Civil Engineers.

For more information about National Engineers Week Foundation, visit www.eweek.org.

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ABOUT THE GLOBAL MARATHON REGIONS

North America

United States (New York time):

Wednesday, March 10, 12:00 noon – 4:00 p.m.

Regional Leaders for North America:

- Perla Castro, perla.castro@motorola.com,
- Carlye Greene, motocgreene@gmail.com

Mexico/Latin America

Mexico City, Mexico (Federal District time):

Wednesday, March 10, 4:00 p.m. – 6:00 p.m.

Regional leader for Mexico:

- Nancy Rodriguez, nancy.rodriquez@mex.dupont.com

Brazil (Sao Paulo time):

Wednesday, March 10, 3:00 p.m. – 7:00 p.m.

Regional leaders for Brazil:

- Katia Hamada, Katia.r.hamada@bra.dupont.com
- Ana Paula Goes, ana-paula.goes@bra.dupont.com

China

China (Beijing time):

Thursday, March 11, 9:00 a.m. – 1:00 p.m.

Regional leaders for China:

- Lin Ju, julin@cn.ibm.com
- Maggie Song, songge@cn.ibm.com

India

India (Bangalore time):

Thursday, March 11, 9:30 a.m. - 1:30 p.m.

Regional leaders for India:

- Soumya Lakshmi, soumya@motorola.co
- Prerna Jain, prerna.jain@motorola.com
- Sumangala K, sumangala.k@motorola.com

Africa/Middle East

South Africa (Johannesburg time):

Thursday, March 11, 11:00 a.m. – 3:00 p.m.

Lebanon (Beirut time):

Thursday, March 11, 11:00 am – 3:00 pm

Regional leader for Africa/Middle East:

- Nadeen Rishani, nrrishani@ndu.edu.lb

UK/Europe

UK (London time):

Thursday, March 11, 1:00 p.m. - 4:30 p.m.

Regional leaders for UK/Europe:

- Teresa Schofield, teresa.schofield@hotmail.co.uk
- Maria de Magalhaes, maria.demagalhaes@uk.bp.com