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## PRESS RELEASE

*For Immediate Release*

### **New Institute Partnership Aims to Give Students A Look At Modern Manufacturing**

*The Manufacturing Institute and eduFACTOR partner to engage teachers and students with cutting edge technology*

**WASHINGTON, DC, May 20, 2016:** The Manufacturing Institute, the non-profit affiliate of the National Association of Manufacturers, is pleased to announce a new Dream It. Do It. collaboration with Edge Factor's eduFACTOR. Dream It. Do It. is a national network that works to change the perception of the industry and engage next-generation workers to pursue manufacturing careers. eduFACTOR is a membership-based library of media and interactive resources used by educators to inspire youth.

With this new collaboration of two powerful networks, teachers will have the opportunity to access technology and career pathways videos, CNC and 3D printing projects, event kits, virtual field trips, interactive classroom and STEM activities, CTE training success videos, and other tools to help reach parents and students across the country.

eduFACTOR gives students an inside look at what modern manufacturing is, through media-rich teaching and marketing resources based on inspiring, high-impact productions. eduFACTOR is a membership-based library of media and interactive resources used to inspire the next generation of makers.

"This partnership builds off the tremendous success of The Manufacturing Institute's Dream It. Do It. Program, which has educated and inspired young people across the country to pursue manufacturing careers. The National Association of Manufacturers (NAM) is committed to telling the story of modern manufacturing and the tremendous opportunities it offers," said Jay Timmons, president and CEO of the NAM, and chair of The Manufacturing Institute. "The Institute's collaboration with eduFACTOR will mean more students are exposed to the cutting edge technology that powers manufacturing, while helping them develop the skills and talents needed for promising careers today and in the future. This is a promising investment in the next generation."

Established in 2005, Dream It. Do It. acts as the grassroots authority on influencing the perception of manufacturing careers by leveraging local, regional and statewide strategic partnerships to attract and recruit the next generation manufacturing workforce. Dream It. Do It. consists of a network of industry leaders that develop pro-manufacturing activities customized to their community's needs.

"We are so excited to launch this collaboration, we know that working with the Dream It. Do It. network we can equip communities to inspire the next generation of makers. With tools to increase awareness, change perception and make STEM learning relevant Edge Factor knows the power of working with organizations like DIDI can truly impact our next workforce." Toni Neary, partnership architect at Edge Factor.

Organizations interested in learning more about this effort may visit

<http://www.themanufacturinginstitute.org/Image/Dream-It-Do-It/Dream-It-Do-It.aspx>.

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#### ***About The Manufacturing Institute***

*The Manufacturing Institute (the Institute) is the 501(c)(3) affiliate of the National Association of Manufacturers. As a non-partisan organization, the Institute is committed to delivering leading-edge information and services to the nation's manufacturers. The Institute is the authority on the attraction, qualification and development of world-class manufacturing talent. For more information, please visit [www.themanufacturinginstitute.org](http://www.themanufacturinginstitute.org).*

#### ***About Edge Factor***

*Cinematic Inspiration. Engaging Resources. Relevant learning.*

*Edge Factor is the groundbreaking leader in providing cinematic, story-driven media and supporting resources to inspire the next generation of makers. Edge Factor is reaching millions of people through films, TV series, educational resources and live events. Our stories give a voice to the innovative people who are pushing back the edge of what's possible, when their ideas become reality through advanced manufacturing. For more information, visit [www.edgefactor.com](http://www.edgefactor.com)*