

# Media Advisory

## Genesee Career Institute Students to Learn Manufacturing Skills Through SME PRIME Schools Education Program

*Students have access to new manufacturing education opportunities for the 2022-23 school year through the SME Education Foundation*

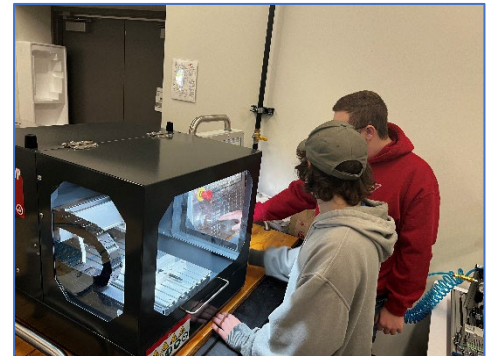
**WHAT:** Approximately 72 students at Genesee Career Institute in Flint, Michigan, will have access to new manufacturing education opportunities for the 2022-23 school year through the SME Education Foundation, the philanthropic arm of SME, a 90-year-old non-profit association committed to advancing manufacturing technology and developing a skilled workforce.

**WHO:** SME PRIME® (Partnership Response In Manufacturing Education) builds cost-effective and tailored manufacturing/engineering programs in high schools across the country providing equipment, curriculum, professional development, scholarships, and manufacturing-focused extra-curricular activities to students and teachers. PRIME schools reach nearly 100 communities across dozens of states where each high school is supported and informed by local manufacturers.

**WHEN:** Monday, Nov. 14<sup>th</sup> from 2 p.m. – 3:30 p.m. (incl. tour)

**WHERE:** Genesee Career Institute, 5081 Torrey Rd, Flint, MI

**WHY:** SME PRIME schools directly address the manufacturing and engineering talent shortage by partnering with manufacturers and other investors. The national program provides students with practical experience, knowledge, and skills using state-of-the-art technology and equipment.



### VIDEO/INTERVIEW OPPORTUNITIES:

- State Representative Tim Sneller and/or State Senator Ruth Johnson speaking about the importance of manufacturing education & training.
- Michigan Manufacturing Association Director of Workforce Solutions Bill Rayl.
- SME Educational Program Manager Dale Rogers discussing the Foundation's manufacturing education mission.
- Genesee Career Institute Principal Diana Allard.
- Genesee Career Institute PRIME Educator Bill Hoffman and a student. A tour of classrooms, demonstrating equipment; students/teachers discussing projects/instruction.

### PLEASE RSVP TO:

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