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“What’s So Cool About Manufacturing?” Sponsors Continue Their Support in the Contest’s Sixth Year

Lehigh Valley “What’s So Cool” Video Contest Gains More Recognition Across the State

Greater Lehigh Valley, PA – January 31, 2019 – The sixth annual “What’s So Cool About Manufacturing?” Student Video Contest has a total of 26 middle schools participating this year from Carbon, Lehigh and Northampton Counties. There are 15 regional contests scheduled in Pennsylvania for the 2018-2019 school year. The contest format, created by Manufacturers Resource Center (MRC) here in the Lehigh Valley, has also been adopted by groups in 11 additional states and gained recognition and support from Pennsylvania Governor Tom Wolf.

“What’s So Cool About Manufacturing?” (WSCM), presented by MRC is a video contest that gives students in Carbon, Lehigh, and Northampton Counties the opportunity to connect directly with local manufacturers, document their experiences and present them in an educational and “cool” way through documentary video production. The contest was created to generate excitement that draws students toward considering manufacturing career paths to create a 21st century workforce. The contests are supported regionally by their sponsors and partners.

“The success of this program across the state of Pennsylvania validates its design, which is to raise awareness about manufacturing career opportunities for our students.” says Jack Pfunder, President & CEO of Manufacturers Resource Center.

Partnering with MRC for the project are eMediaWorks, Sahl Communications, Inc and EmpowerStar Marketing. Educational media resources, GoPro Camera kits, professional media training from eMediaWorks, materials, and project costs were funded and made possible by the following: **The Technology Sponsor;** *Air Products* **Event Sponsor;** *Lutron Electronics Co., Inc.* **Platinum Sponsor;** *Lehigh Valley Workforce Board* **Gold Sponsors;** *Aerotek, Ametek, Inc, ATAS International, B. Braun Medical Inc., Crayola LLC, Gross McGinley, LLP, Innovation Studios, LLC,*

*Lehigh Carbon Community College, Mack Trucks, Inc., Northampton Community College, Ocean Spray Cranberries, Inc, PNC Bank, PPL Electric Utilities, RETTEW, and Stanley Black & Decker. **Cupcake Sponsor;** Lehigh University **Networking Sponsor;** Fitzpatrick Lentz & Bubba, PC. **Silver Sponsors;** Bosch Rexroth, BRD Noise and Vibration Control, Inc., C.F. Martin & Company, Concannon, Miller & Co., Eastern Surfaces, ESPI, Feinberg Real Estate Advisors, LLC, First Commonwealth Federal Credit Union , FMI, Follett Corporation, HindlePower, Just Born Quality Confections, Key Bank, Lehigh Valley Economic Development Corporation, Nestlé Waters North America, Piramal Critical Care, Inc, ProtoCAM, RER Energy Group, and Victaulic. **Bronze Sponsors;** Bank of America, Bethlehem Area Vocational-Technical School, Carbon Career and Technical Institute, Carbon Chamber and Economic Development Corporation, Carbon Lehigh Intermediate Unit, Career Institute of Technology, County of Northampton, Express Employment Professionals, Fromm Electric Supply Corporation, GLVCC Manufacturing Council, HMK Insurance, Jim Thorpe Neighborhood Bank, and Lehigh Career and Technical Institute, and the National Museum of Industrial History, **Cupcake Competitors;** Bethlehem Area Vocational-Technical School, Career Institute of Technology, and Lehigh Career and Technical Institute. **Cupcake Judges;** Carlo's Bakery, Lehigh University and Factory **Media Sponsors;** 99.9 Hawk, WFMZ 69News, Lehigh Valley Business Journal, Adams Outdoor Advertising.*

Voting for the sixth annual “What’s So Cool About Manufacturing?” Student Videos will be available February 20 to the 22, on the What’s So Cool website, whatssocool.org.

For more information regarding the “What’s So Cool About Manufacturing?” Video Contest, please visit whatssocool.org and facebook.com/wscmlv and @WSCMLV on Twitter

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About “What’s So Cool About Manufacturing?”™:

Developed by Manufacturers Resource Center (MRC), the WSCM program is a video based educational tool that increases awareness of career paths in manufacturing. MRC developed this innovative career awareness program which at its core is "peer marketing" (kids telling kids what's so cool about manufacturing jobs). The contest is showcased on the What's So Cool Website, <https://www.whatssocool.org> and shared nationally through the Manufacturing Institute and the Manufacturing Extension Partnership platforms. The contest is expanding across the Commonwealth and the country. Inside Pennsylvania there will be 15 regions conducting contests this year. This contest gives students the opportunity to connect with local manufacturers, document their experiences and present them in an educational and “cool” way. The contest was created to generate excitement that draws students towards manufacturing career paths and STEM education.

About Manufacturers Resource Center:

For nearly 30 years, Manufacturers Resource Center (MRC) has helped small and mid-sized manufacturers become more competitive, adopt lean and agile processes, strategically grow their companies and invest more effectively in their existing human capital. MRC is a nonprofit organization partially funded by the U.S. Department of Commerce’s NIST-MEP program, as well as the State of Pennsylvania’s Department of Community and Economic Development. MRC is dedicated to creating jobs and economic opportunity in eastern Pennsylvania’s Berks, Carbon, Lehigh, Northampton, and Schuylkill counties.