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STEM-Up™ TACKLES THE EAST LOS ANGELES FOOTBALL CLASSIC

Initiative reaches out to more than 20,000 football fans

Los Angeles – The STEM-Up™ initiative was in full force during the 75th Annual East Los Angeles Classic Football Game between the Theodore Roosevelt *Roughriders* and the James A. Garfield *Bulldogs*. It is viewed as the oldest and largest high school football rivalry West of the Mississippi which attracted over 20,000 spectators at East Los Angeles's College's Weingart Stadium on Friday, November 5, 2009. As supporters from both schools made their way to their seats the STEM-Up™ initiative hosted a booth on the Roughrider side of the stadium to provide residents of Boyle Heights information about the initiative. The evening took on a life of its own as it became more than a football game; it was a celebration of the rich traditions and history in East Los Angeles. With STEM-Up™ being a key partner it was about informing the community about the future, and how Boyle Heights can play a critical role in building the future technical workforce of our country. STEM-Up™ is a first of its kind initiative bringing Science, Technology, Engineering, and Math College and Career pathways to light through comprehensive strategies that integrate STEM into schools in Boyle Heights.

Roughrider supporters were provided with TECHNICA magazines, STEM-Up™ Brochures and STEM-Up Awareness Campaign marketing materials. As part of the STEM-Up Awareness Campaign spectators had the opportunity to view a Public Service Announcement (PSA) featuring Taboo of the Black Eyed Peas. The PSA campaign is a bilingual (English/ Spanish) driven effort that supports and enhances the overall STEM-Up™ initiative while expanding the STEM-Up™ message. By supporting community events in Boyle Heights the STEM-Up™ initiative hopes to bring Awareness, Motivation, Inspiration, and Skills (A.I.M.S.) for students and for the community, to be able to pursue careers in STEM.

STEM-Up Initiative

STEM-Up™ is a Great Minds in STEM Initiative funded through a 5 year contract from the Department of Defense and administered by the United States Army Corps of Engineers, Los Angeles District Office. This initiative will bring Science Technology Engineering and Math (STEM) college and career pathways to light through comprehensive strategies that integrate STEM into schools and underserved communities.

Great Minds in STEM

Great Minds in STEM, formerly known as HENAAC, is dedicated to keeping America strong by promoting STEM careers, especially in underserved communities. HENAAC will remain as the conference name, one aspect of the vast programming that Great Minds in STEM offers. While the organization's name has changed, the vision and mission remain the same. The name change reflects the

expanded role of Education Programs and other efforts taken to promote STEM careers in underserved communities. For more information, please visit www.greatmindsinstem.org.

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