AT&T and New Lab Give Young Technologists from Girls Who Code Hands-On Experience with Entrepreneurship

New York, NY, August 15, 2018 --(PR.com)-- New Lab and AT&T announced today the delivery of a workshop program to twenty high-school students, designed to give them a first-hand look at advanced technology and entrepreneurship.

New Lab played host to Girls Who Code, a non-profit that supports girls in computer science and aims to close the gender gap in technology. The workshop was delivered in a half day, developed in conjunction with AT&T, and was established under the ethos of New Lab's educational programs: to inspire students of all backgrounds to pursue STEAM as a pathway to career opportunities.

Through tours, hands-on demonstrations, design challenges, and a panel discussion with female entrepreneurs and engineers, New Lab provided exposure and an opportunity to think critically about technology, interact with resident tech experts, and gain exposure to a variety of STEAM career paths. The visit was funded by the AT&T, whose mission is to support STEAM education in a variety of fields.

The educational workshop curriculum was delivered in collaboration with a variety of New Lab member companies including, Shared Studios, a virtual meeting room that enabled live conversation between Girls Who Code and young coders in Gaza; Honeybee Robotics, a robotics company that shared insights into female entrepreneurism and an example of a robotics system Honeybee designed for the Mars Rover; and Farmshelf, an automated hydroponic vertical farming system that is revolutionizing the way we think about ecology and food sources.

Through a partnership with Brooklyn Community Foundation New Lab will continue to expand its network of education supporters. The partnership with Girls Who Code was a natural fit with New Lab's ongoing efforts to bring students into contact with cutting-edge entrepreneurs and technologists. “It's an honor to partner with AT&T to deliver an immersive experience for young women studying STEAM,” remarked Shaina Horowitz, New Lab's Urban Tech Hub. "Providing students with a unique opportunity to meet female tech founders and learn about how technology is changing the way think about building products is not only rewarding but seems to resonate extremely well."

“AT&T supports programs like Girls Who Code to teach young women about career possibilities in the tech sector,” commented Marissa Shorenstein, President, Northeast Region, AT&T. “The New Lab presented a unique opportunity for the students to see companies building advanced technology, to get hands-on experience with design challenges and to hear from women founders at the cutting edge of the sector.”

About New Lab
New Lab is an interdisciplinary space designed to support entrepreneurs working in emerging technologies, and a platform for collaboration between innovative startups, cities, and legacy corporations. Based in the Brooklyn Navy Yard, New Lab provides the tools and community that unite and support 500 resident hardware-centric innovators, representing up to 100 companies in a variety of
fields - including robotics, A.I., urban technology, and energy - and fosters collaboration and advancement across disciplines.

About the AT&T Foundation
AT&T is committed to advancing education, strengthening communities, and improving lives. Through philanthropic initiatives and partnerships, AT&T and the AT&T Foundation support projects that create opportunities, make connections, and address community needs. Supporting education has been a major focus for AT&T for more than a century and the foundation counts education as a key philanthropic focus. They are driven to help students succeed -- in school, in the workforce, and in life. To learn more about AT&T's support of education please visit AT&T Aspire.

About Girls Who Code
Girls Who Code aims to support and increase the number of women in computer science and STEAM fields. Founded in 2012 by Reshma Saujani, the organization works to actively change the image of what a programmer looks like and does. Programs include a 7-week Summer Immersion Program, a 2-week specialized Campus Program, after school Clubs, and a 13-book New York Times best-selling series: Girls Who Code: Learn to Code and Change the World. The aim is to inspire, educate, and equip young women with the computing skills to pursue 21st century opportunities.
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