“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 Country

GREATER LEHIGH VALLEY, Pa. (PRWEB) 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.

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 facebook.com/wscmlv and @WSCMLV on Twitter.

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.
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