



**Discovery Education Press Release**  
**FOR IMMEDIATE RELEASE:** July 14, 2020

**Proctor and Gamble and the American Society of Mechanical Engineering the Latest Industry Leaders to Join Discovery Education's *STEM Careers Coalition***

*Industry and Nonprofit Leaders Join Forces to Address the STEM Workforce and Inspiration Gap at Scale through First-of-its Kind National STEM Initiative*

**SILVER SPRING, MD (Tuesday, July 14, 2020)** – Procter & Gamble (P&G), the world's largest consumer packaged goods company, and the American Society of Mechanical Engineers (ASME), the global leader in career enrichment and skills development across engineering disciplines, are the latest industry leaders to join Discovery Education's [\*STEM Careers Coalition\*](#).

With a focus on equity of access, the Coalition connects industry leaders to activate the power of STEM in support of building a pipeline of innovative problem-solvers to join the STEM workforce of tomorrow. Discovery Education is the global leader in standards-aligned digital curriculum resources and professional learning for K-12 classrooms.

Current coalition members—API, ASME, Boeing, Chevron, P&G, and Microsoft—represent a diverse range of industry sectors spanning energy, technology, aerospace, manufacturing, and consumer package goods. Supported by Discovery Education, the *STEM Careers Coalition* unites the business community in achieving the shared goal of accelerating the growth of the STEM pipeline and preparing 10 million students for the future of work. By providing access to dynamic digital content and real-world experiences that engage students in STEM careers, Coalition members are committed to connecting students nationwide to the resources they need to develop the 21st Century skills critical for college and career success.

“As we continue facing the realities of a global pandemic, there's never been a more important time to shine a spotlight on how STEM-focused careers can help us overcome today's greatest challenges,” said **Thomas Costabile, Executive Director/CEO at ASME**. “We are proud to amplify the role engineering plays in changing the world for the better and look forward to working with Discovery Education, API, Boeing, Chevron, Microsoft, P&G, and other industry leaders to inspire and empower today's students.”

“At P&G, our business and our trusted brands Tide, Always, and Pampers, are driven by innovation from product and packaging, across the supply chain and in media, advertising and selling. We rely on a diverse and highly skilled STEM workforce to drive technology-based innovation that powers our brands and grows our business,” said **Trina Betts, STEM Equality and Inclusion Leader at P&G**. “We are proud to join the *STEM Careers Coalition* with Discovery Education and the other partners in this critical work to bring diverse minds to STEM as we

believe that everyone can contribute to their fullest potential when provided equitable access to the necessary resources. And that’s precisely what the Coalition is doing: inspiring and enabling people to achieve their dreams.”

In addition to the Coalition’s national work, members also catalyze and engage in regional approaches to workforce development and further support STEM exploration by underwriting critical academic and career content available through Discovery Education [Experience](#) and [STEM Connect](#).

“We’re thrilled to welcome P&G and ASME to our growing network of business and community leaders aligned to our shared goal of student achievement,” said **Marla Wilson, Executive Director of the *STEM Careers Coalition***. “These organizations will play a critical role in continuing the Coalition’s work to leverage the power of digital content to close the access gap and ensure zip codes do not determine destiny.”

Learn more about *STEM Careers Coalition* at [STEMCareersCoalition.org](http://STEMCareersCoalition.org).

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### **About STEM Careers Coalition**

A coalition of industry partners are joining forces with Discovery Education to impact the culture of STEM education in K – 12 schools nationwide. The all-new STEM Careers Coalition’s™ mission is to empower educators to teach STEM effectively in the classroom, foster equity and access to quality education, and build the next generation of solution-seekers.

### **About ASME**

ASME helps the global engineering community develop solutions to real world challenges. Founded in 1880 as the American Society of Mechanical Engineers, ASME is a not-for-profit professional organization that enables collaboration, knowledge sharing and skill development across all engineering disciplines, while promoting the vital role of the engineer in society. ASME codes and standards, publications, conferences, continuing education and professional development programs provide a foundation for advancing technical knowledge and a safer world. For more information, visit [www.asme.org](http://www.asme.org).

### **About Procter & Gamble**

P&G serves consumers around the world with one of the strongest portfolios of trusted, quality, leadership brands, including Always®, Ambi Pur®, Ariel®, Bounty®, Charmin®, Crest®, Dawn®, Downy®, Fairy®, Febreze®, Gain®, Gillette®, Head & Shoulders®, Lenor®, Olay®, Oral-B®, Pampers®, Pantene®, SK-II®, Tide®, Vicks®, and Whisper®. The P&G community includes operations in approximately 70 countries worldwide. Please visit <http://www.pg.com> for the latest news and information about P&G and its brands.

### **About Discovery Education**

Discovery Education is the global leader in standards-aligned digital curriculum resources, engaging content, and professional learning for K-12 classrooms. Through its award-winning

digital textbooks, multimedia resources, and the largest professional learning network of its kind, Discovery Education is transforming teaching and learning, creating immersive STEM experiences, and improving academic achievement around the globe. Discovery Education currently serves approximately 4.5 million educators and 45 million students worldwide, and its resources are accessed in over 140 countries and territories. Inspired by the global media company Discovery, Inc., Discovery Education partners with districts, states, and like-minded organizations to empower teachers with customized solutions that support the success of all learners. Explore the future of education at [www.DiscoveryEducation.com](http://www.DiscoveryEducation.com).

**Contacts**

Grace Maliska

Discovery Education

Email: [gmaliska@discoveryed.com](mailto:gmaliska@discoveryed.com)

Phone: 240-839-4239

Monica Shovlin

MCShovlin Communications LLC (for ASME)

Email: [monica@mcshovlin.com](mailto:monica@mcshovlin.com)

Phone: 541-554-3796