
FOR IMMEDIATE RELEASE

'GET STEAMED' at the 2018 STEAMx Fiesta & Competitions

El Paso, Texas (April 18, 2018) – Workforce Solutions Borderplex, in partnership with the STE (Success Through Technology Education) Foundation, is proud to present the 2018 STEAMx (Science, Technology, Engineering, Art & Math) Fiesta & Competitions. **The media is invited to cover all the STEAMx Fiesta & Competition activities.**

STEAMx Fiesta – DAY 1

TARGET – 1,000 Middle school students

9 am – 3 pm

Region 19 Headstart, 11670 Chito Samaniego, 79936

STEAMx Competitions – DAY 2

TARGET – High school students

9 am – 4 pm

EPCC Administration Building B, 9050 Viscount, 79925

STEAMx is a vibrant, high-impact 2-day event, specially developed to captivate and engage the Borderplex region's youth, to increase their awareness of the opportunities that exist in STEAM-oriented education and careers. With this year's theme of "Get STEAMED", the goal is to capture Generation Y's zeitgeist in this all-encompassing event that challenges students to take STEAM applications and apply them to innovative, real-world project-based competitions.

"STEAMx 2018 promises to be an exciting forum to stimulate innovation through our various competitions and pique interest among middle school youth in STEAM fields. This year we've added several new competitions and workshops based on our growing private sector sponsorships, for which we are very grateful," said Joyce Wilson, CEO of Workforce Solutions Borderplex.

On Monday, Day 1 of the STEAMx Fiesta, middle-schoolers from all corners of the Borderplex region will kick off the day hearing dynamic keynote speakers; Barbara Alcaraz Silva, Ph.D., with Life Science Angeles at University of California, Irvine explain her passion for cancer research and learn more about the tech work of George Babu, the Co-founder and Chief Product Officer with Kindred.ai. Students will venture into a myriad of exciting workshops ranging from a crash course in design heuristics to scope out "the next big thing" in tech, to learning the difference between savory versus science with the EPCC Culinary School experts. In-between sessions, students will delight in more than 21 exhibits where they can get hands-on with Game Salad software, stretch their tech and artistic muscles at the FabLab booth, or check out the mind-boggling Fabens Underwater Robotics exhibit.

On Tuesday, Day 2 of the STEAMx Competitions, Borderplex region high schoolers are taking on the ultimate challenge as they've been working for months on developing extraordinary projects in (10) categories ranging from Traveling on Mars (sponsored by Texas Tech College of Architecture), to Makerspace, to the Prudential Math Challenge, to the Smart Tiny House challenge. Hundreds of the region's brightest students will be competing for over \$25,000 in prizes as they come together to share their innovative ideas with their peers.

"This year we also are partnering with a new organization, the STTE (Success Thru Technology Education) Foundation, to further expand outreach and interest in STEAM careers – which is where job growth and future economic development is centered," explained Wilson.

Attached is a 2018 STEAMx Guide with a complete event lineup and map.

About STEAMx

STEAMx is a unique, multi-dimensional two-day event for middle and high school students in the Borderplex region, developed with the intent to increase student awareness of career opportunities in STEAM (Science, Technology, Engineering, Art & Math), as well as increase the number of HB5 STEM endorsements. There are (10) STEAM high school competitions that will take place during the two-day event, as well as host of major corporate and private sponsors and partners who collaborated to bring the event to fruition.

For more information visit Workforce Solutions Borderplex STEAM Page at: <http://www.borderplexjobs.com/programs-and-services/steam>

KEYNOTE SPEAKERS (photos attached)

Barbara Alcaraz Silva, Ph.D.

Senior Investment Fellow at Life Science Angels

"I'm a passionate cancer researcher with extensive experience in genomic instability and telomeric DNA repair. As a scientist, I have provided direction, leadership, project management and mentorship that led to a strong collaborative team from different institutions, including Harvard Medical School. These collaborations resulted in several peer-review publications and successful research grants. My educational training enabled me to develop analytical and strategy skills that helped me accomplish milestones and deliver on-time study plans and high-quality projects."

George Babu

Co-founder, Chief Product Officer, Kindred.ai

"I've had a lifelong fascination with technology's impact on our lives, iconic products that once seemed like science fiction, and teams that overcome seemingly insurmountable odds to bring new products and technologies to billions of people. I am currently responsible for product, partnerships, and sales at Kindred, and serve on the

Engineering Science Advisory Board at the University of Toronto. I am a Kauffman Fellow, completed the JD, MBA, and B.A.Sc degrees at the University of Toronto, the Deep Learning program at the University of San Francisco, the Product Management program at Haas School of Business at UC, Berkeley, and the Innovation Partnership Program at Singularity University."

EVENT SPONSORS



ABOUT WORKFORCE SOLUTIONS BORDERPLEX

Workforce Solutions Borderplex (WSB) is a non-profit organization that provides skilled workers for employers by advancing education, employment, entrepreneurship and economic development opportunities. The service region encompasses Brewster, Culberson, El Paso, Hudspeth, Jeff Davis and Presidio counties. The goal of WSB is to empower the most dynamic workforce to achieve global competitiveness and regional prosperity. The organization consists of a 27-member Board of Directors responsible for strategic guidance and policy governance to achieve goals focusing on employment, education and economic development. Funding is sourced from the Department of Labor, the Department of Health and Human Services and the Department of Agriculture. For more information about WSB, please contact Romie Ruiz at (915) 887-2221 or visit www.borderplexjobs.com.

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