



## Ford Celebrates Women's Contributions to the Workforce with Special Honor Flight for Original Rosie the Riveters

- Ford is celebrating dozens of original Rosie the Riveters with a special Honor Flight to Washington, D.C., to visit the World War II Memorial and luncheon on Capitol Hill
- Thousands of Rosies joined the workforce at Ford's Willow Run Bomber Plant and elsewhere during World War II, helping open the door for women in the workforce
- Today's Honor Flight is part of Ford's continuing commitment to supporting opportunities for women and military veterans

**DEARBORN, Mich., March 22, 2016** – They were traditional American housewives, mothers and daughters in the 1940s, when suddenly everything changed. Millions of men left home to fight in World War II, and the country needed help to produce the machines of war. An army of women answered the call.

They became known as Rosie the Riveters, thanks to a popular film and promotional campaign. In addition to their work on assembly lines, they had a lasting impact on the country, changing perceptions and expanding opportunities for future women in the workforce.

[Click here to download the Rosie the Riveters infographic.](#)

Ford Motor Company Fund, Talons Out Honor Flight and Yankee Air Museum today flew 30 original Rosie the Riveters to Washington, D.C., to celebrate their critical contributions to the war effort. The Rosies, ages 88-98, are being treated to a visit to the World War II Memorial and a special luncheon in their honor at the Library of Congress on Capitol Hill with members of Congress from Michigan.

Ford and its Willow Run Bomber Plant in Ypsilanti, Michigan, was a major force in the Arsenal of Democracy, the term given to the industrial powers that came together to support the Allied war effort and victory. The plant's mile-long assembly line churned out nearly 9,000 B-24 Liberators – one every hour, or half of all the B-24s built during the war. At peak production, Willow Run employed 42,000 workers, up to one-third of them pioneering women industrial workers.

“These women not only helped win a war, they paved the way for future generations to achieve economic and personal independence,” said Jim Vella, president, Ford Motor Company Fund and Community Services, the philanthropic arm of Ford. “It is an honor to celebrate their vital contributions to our country and the cause of freedom.”

Today's Honor Flight is part of Ford's ongoing support for women and military veterans. Ford has sponsored 11 Honor Flights of World War II veterans to Washington, D.C. Last year, Ford Fund supported the Freedom Sisters REBOOT Workshop, which helped integrate women military veterans back into civilian life.

Ford's support for veterans and their families dates back more than 90 years through its relationship with DAV, formerly Disabled American Veterans, and the DAV Transportation Network. Ford also supports Focus on Freedom, a program honoring veterans at the annual Ford Fireworks in Detroit.

Meantime, a key section of the historic Ford Willow Run Bomber Plant will become the new home for Yankee Air Museum following a successful fund-raising campaign to preserve and renovate the facility. In tribute to her lasting legacy, more than 2,000 women last year gathered at Willow Run Airport to set the record for the most representatives of Rosie to assemble in one place.

## About Ford Motor Company

Ford Motor Company is a global company based in Dearborn, Michigan. The company designs, manufactures, markets and services a full line of Ford cars, trucks, SUVs, electrified vehicles and Lincoln luxury vehicles, provides financial services through Ford Motor Credit Company and is pursuing leadership positions in electrification, autonomous vehicles and mobility solutions. Ford employs approximately 191,000 people worldwide. For more information regarding Ford, its products and Ford Motor Credit Company, please visit [corporate.ford.com](http://corporate.ford.com).

## About Ford Motor Company Fund and Community Services

Ford Motor Company Fund and Community Services works with community and global partners to advance driving safety, education and community life. Ford Motor Company Fund has operated for more than 65 years with ongoing funding from Ford Motor Company. Ford Driving Skills for Life is free, interactive, hands-on safety training focused on skill development and driving techniques, while addressing inexperience, distractions and impaired driving. Innovation in education is encouraged through Ford Blue Oval Scholars, Ford Driving Dreams, Ford Next Generation Learning and other innovative programs that enhance high school learning and provide college scholarships and university grants. The Ford Volunteer Corps enlists more than 30,000 Ford employees and retirees each year to work on local projects that strengthen their communities and improve people's lives in more than 40 countries around the world. For more information, visit <http://community.ford.com>.