



STEAM Education Delivered to Your Door: Ford Launches New Initiative to Engage Youth to Think Like an Engineer

- As part of Ford Motor Company's commitment to STEAM education, the company is teaming up with Academics in a Box – designers of the award-winning Groovy Lab in a Box product line – to deliver an education kit right to a student's doorstep.
- The box is designed to challenge kids to think like a Ford engineer, giving them the tools to build a prototype of a Mustang GT – to engage them in learning core STEAM principles.
- Ford is also expanding its work with Girl Scouts of the USA bringing the Ford Girls' Fast Track Races to eight Girl Scout councils.

Dearborn, Mich., Oct. 5, 2017 – With the school year back in full swing, Ford Motor Company is bringing science, technology, engineering, the arts, and math (STEAM) education to youth across the country with fun, and educational challenges delivered right to their doorsteps.

Ford launched fordsteamexperience.com as a way to showcase many of the education-focused programs it offers. The company's newest one is a collaboration with Academics in a Box, designers of Groovy Lab in a Box, an award-winning educational kit line designed for children ages 8 and up interested in learning STEAM fields. The unique experience is delivered right to their homes at no cost when they [sign up](#).

The Ford STEAM Box challenges youth to think like a Ford engineer. The box includes a number of activities – designing a vehicle frame out of origami and kirigami modeling, working with copper tape which conducts electricity to create a working motor, and creating headlights and taillights using LED lighting – all adding up to a complete prototype of a Ford Mustang GT model.

Lisa Sheth, a Ford engineer, says programs like Ford STEAM Box include activities designed to help the company engage and build relationships with parents, who are the best resources for encouraging and inspiring young kids.

“Parents play a critical role in motivating their kids to stay curious and sustain their excitement in STEAM education,” says Sheth. “Ford sees an increasing desire from them for more STEAM-related activities, and this is a great way for us to help bring that about.”

Elaine Hansen, co-founder of Academics in a Box, says Ford is the perfect partner to help them reach their goal – to expand their reach and enable more students the opportunity to have education delivered to their home.

“Doing good has been part of our business plan from the beginning, and Ford is doing just that,” she says. “Ford wants to engage in educating our youth, and we are happy to work with a company that has the same goals as we do.”

Expanding Girls' Fast Track Races

In addition to working with Academics in a Box, Ford is expanding its collaboration with Girl Scouts of the USA by bringing the Girls' Fast Track Races experience to eight Girl Scout councils from four last year. The races will now reach hundreds of Brownies and Juniors from Girl Scout councils in Colorado, Florida, Georgia, Illinois, Indiana, Michigan, New Jersey, and Texas. Girls' Fast Track Races provide participants with hands-on experience with the concepts of engineering, design, aerodynamics, and weight distribution as girls build and compete with their very own wooden race cars.

Elizabeth Perez, vice president of institutional giving for Girl Scouts of the USA, shares that “Girl Scouts has long been committed to challenging stereotypes and providing girls of all ages with interactive and engaging programs that increase their interest in STEAM. We are grateful for our Ford collaboration because it goes beyond simply offering STEAM content; Ford engineers work directly with girls during the races. Providing this leadership development opportunity is a key element of our Girl Scout programming.”

Sheth adds that Ford is deeply committed to rallying youth to get inspired about pursuing careers in high-tech fields. “We’re excited to bring Girls’ Fast Track Races to even more girls—giving them an engaging experience focused on teaching core STEAM principles,” she says.

To learn more about how Girl Scouts transforms today’s girls into tomorrow’s leaders, visit www.girlscouts.org.

About Groovy Lab in a Box and Academics in a Box, Inc.

Groovy Lab in a Box is an award-winning educational kit line designed for children ages eight and up which teaches about Science, Technology, Engineering, the Arts and Mathematics (STEAM). It is a product line of Academics in a Box, Inc. (Anaheim, CA), a producer of innovative Next Generation Science Standards-based, hands-on STEAM products. Academics in a Box, Inc. co-founders, Monica Canavan and Elaine Hansen, former scientists/STEAM professionals and educators, want to inspire children’s love of STEAM subjects and interest in STEAM careers. What makes their Groovy Lab in a Box a standout is the unique engineering design challenge each project presents, which leverages projectbased learning and the triangular aspects of long-term memory knowledge. All Groovy Lab in a Box projects reflect the company’s commitment to sustainability and feature 100% recyclable and biodegradable materials. Additionally, the company fosters STEAM education for children in underserved communities, sick children in hospitals and adults with developmental disabilities through its relationship with VersAbility Resources. www.groovylabinabox.com

Girl Scouts of the USA

Girl Scouts is 2.6 million strong—1.8 million girls and 800,000 adults who believe in the power of every G.I.R.L. (Go-getter, Innovator, Risk-taker, Leader)TM to change the world. Our extraordinary journey began more than 100 years ago with the original G.I.R.L., Juliette Gordon “Daisy” Low. On March 12, 1912, in Savannah, Georgia, she organized the very first Girl Scout troop, and every year since, Girl Scouts has honored her vision and legacy, building girls of courage, confidence, and character who make the world a better place. Girl Scouts is the preeminent leadership development organization for girls. And with programs from coast to coast and across the globe, Girl Scouts offers every girl a chance to practice a lifetime of leadership, adventure, and success. To volunteer, reconnect, donate, or join, visit www.girlscouts.org.