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### **TechGirlz to Host Third Annual Entrepreneur Camp**

*Young Girls Encouraged to Take on Leadership Positions in the Tech Industry Through Experience at Technology Based Entrepreneur Camp*

**June 25, 2014 (Philadelphia)** - TechGirlz, a non-profit organization dedicated to empowering girls to be future technology leaders, will host its third annual Entrepreneurship Camp in Philadelphia from July 7-11.

The weeklong camp will consist of 20 girls, ages 11-15, who will work together to develop ideas, come up with a prototype and create a business plan. This year, camp will be housed at Drexel University's Charles D. Close School of Entrepreneurship. Camp attendees will be guided by some of Philadelphia's most notable entrepreneurs, including executives from Chariot Solutions, Slice Communications, RJ Metrics and others.

The camp is designed to address the fact that women lead only three percent of tech startups, according to the Kauffman Foundation. Additionally, the Department of Labor predicts that there will be 1.4 million new information technology job openings by 2020, but universities are predicted only to fill 29 percent of these openings with trained graduates, leaving 71 percent still remaining. Founder of TechGirlz and chief marketing officer at Chariot Solutions, Tracey Welson-Rossman, believes that camps such as this one will help to close the technology gap.

"TechGirlz aims to break the technology mold and encourage diversity in the tech space where women are not usually the majority," said Tracey Welson-Rossman, founder of TechGirlz and chief marketing officer at Chariot Solutions. "It is important for us to communicate to young girls that they can become the tech leaders of tomorrow by showing them the vast array of opportunities that are open to them through the real world, hands-on activities they experience at camp."

At a pre-camp event held in June, the girls pitched their tech-based business ideas. The following are those that were selected to be developed by attendees and mentors:

- *The World- Wide Trading App*: a free trading service for anyone, anywhere
- *ComiCreator*: create and customize your own comic to share and compare with friends
- *Charot*: an easy, fun website where you can customize your own
- *Foto Friendly*: an app that allows you to with friends in an interactive photo race
- *StayCool*: manages your personal health goals and monitors current health conditions



TechGirlz is also a proud recipient of a grant recently given to the organization by the Greater Philadelphia Alliance for Capital and Technologies (PACT). PACT is a premier resource for emerging growth companies in the information technology and healthcare industries and strongly believes in celebrating and supporting Philadelphia area youth interested in STEM education and careers (Science, Technology, Engineering and Math).

“We are proud to support TechGirlz and its Entrepreneur Camp for young girls,” said Dean Miller, president & CEO of PACT. “By providing these girls with meaningful work experiences, it exposes them to potential career opportunities and helps spark interest in pursuing higher education, all of which is crucial to positioning Greater Philadelphia and our country for success.”

TechGirlz Entrepreneurship Camp is being sponsored by Chariot Solutions and Novotorium.

#### **About TechGirlz**

TechGirlz ([www.TechGirlz.org](http://www.TechGirlz.org)) is here to inspire young women to shatter the statistics. The organization's aim is to help adolescent girls understand that a future in technology does not necessarily equate to “a boring computer job,” but instead transcends the cubicle into nearly every field imaginable. By encouraging women to participate in science and technology today, as well as providing a solid foundation of peers, mentors and positive role models, TechGirlz hopes to spark innovation, exhilaration and motivation in young women to become tomorrow's tech leaders.

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