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## **Tradeswomen Tuesday inspires Cambridge Women to pursue a career path to equal pay, excellent benefits and a better future**

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Tradeswomen Tuesday is part of the “Build A Life That Works” Recruitment Initiative, adding more than 1600 Massachusetts women to a training pipeline, including over 70% women of color.

**WHAT:** Tradeswomen Tuesday is a recruiting event designed to educate women about the benefits of pursuing a career with the union building trades. This forum provides an opportunity for women interested in learning about these careers to meet with other women who are currently working in various construction trades. Tradeswomen share their stories about their pursuit of a career in construction and offer helpful tips and information to those seeking to follow a similar path.

**WHO:** Members of the Northeast Center for Tradeswomen’s Equity (NCTE), Tradeswomen, and women considering a career in the construction trades.

**WHEN:** Tuesday, December 10, 2019 5:00pm – 6:30pm

**WHERE:** Cambridge Job Connector, 792 Main St, Cambridge, MA

**WHY:** Tradeswomen Tuesdays, hosted by NCTE, is one component of an innovative, statewide recruitment strategy designed to encourage more women to pursue a career in the union building trades. The Build A Life That Works campaign seeks to address an ongoing challenge in an innovative and impactful way by inspiring women to pursue a career in the union building trades as a viable path to equal pay for equal work, excellent benefits, and a better future.

The Build A Life That Works campaign taps into the insight that women could enjoy a rewarding career in the construction trades, if they would only consider the opportunity. To break down the barriers of awareness and consideration, Build A Life That Works illustrates not just the benefits of a career with promising growth but also shares the great pride in building a legacy of Massachusetts developments. The campaign features real women in the building trades, now enjoying home ownership, quality time with their families, world travel and many more life moments and experiences, made possible with a career in construction.

### **ADDITIONAL**

**LINKS** Website: [www.BuildALifeMa.org](http://www.BuildALifeMa.org), Twitter: @BuildALifeMA, Facebook: <https://www.facebook.com/BuildALifeMA/>

## About NCTE

The Northeast Center for Tradeswomen's Equity (NCTE) is a Massachusetts-based, not-for-profit organization dedicated to helping women find careers in the union building trades. This isn't just a campaign, it's a movement with a big goal: to have 20% women in the building trades by 2020. The principal partner groups include Massachusetts AFL-CIO (MA AFL-CIO), the Building Pathways Building Trades Pre-Apprenticeship Program (BPI), the Building and Construction Trades Council of the Metropolitan District (MetroBTC), the North Atlantic States Regional Council of Carpenters (NASRCC) and the Policy Group on Tradeswomen's Issues (PGTI). This multi-stakeholder collaboration brings together a leadership team with decades of experience and a proven track record of success in increasing access and opportunities for women and people of color to enter careers in the union building trades in Massachusetts.

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