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IBM CyberDay4Girls at the MOST

SYRACUSE, NY (Oct. 12, 2018) – Central New York's preeminent science center, the Milton J. Rubenstein Museum of Science & Technology (MOST), will welcome female Danforth Middle School students of the Syracuse City School District and distinguished employees of IBM® Security on Friday, October 26 to host IBM's world-class CyberDay4Girls event.

CyberDay4Girls is a one-day learning experience designed to engage young girls with regards to how cybersecurity applies to their daily lives. The program seeks to create interest in and awareness of science, technology, engineering and math in girls before high school, exposing them to and engaging them in fields such as cybersecurity.

"At the MOST it is our honor and privilege to support CNY students in their education - the research shows that hands-on STEM education is a critical element to education as a whole," said Lauren Kochian, MOST President. "In particular, we are committed to exposing girls to the vast opportunities that exist in STEM studies and careers."

The United States Bureau of Labor predicts that technology professionals will experience the highest growth in job numbers by 2030, but only a fraction of girls and women are likely to pursue degrees that enable them to fulfill these new jobs. The goal is to develop, nurture and retain interest in STEM fields, as well as inform students about the need for women in STEM careers, especially in Central New York.

Activities will be led by IBM employees specializing in various areas of cybersecurity. The three primary activities will consist of:

- **The Internet of Me:** The Internet of Me activity is designed to help raise cybersecurity awareness among students ages 12-15. This activity reveals ways personal data is commonly collected on the internet, how people get hacked, and how data is stored in cyberspace.
- **The Internet of Things - Focus on Drones:** The Internet of Things activity will provide details on what a drone is and how it is used in every day lives.
- **Password Game:** In the Password Game activity, girls will have the opportunity to work in groups to come up with passwords that IBM's artificial intelligence, Watson, will try and guess.

The CyberDay4Girls event is the product of the MOST's Girls in STEM ad-hoc

committee, whose members come from various industries and companies including IBM, the Syracuse City School District, Lockheed Martin, Syracuse University, and the Syracuse medical community.

"IBM is excited to bring the first ever CyberDay4Girls to the MOST in Syracuse," said Heather Wang, Development Project Manager at IBM Security Cloud and member of the Board of Directors at the MOST. "Our mission is to inspire girls to try security careers by promoting cybersecurity education through a full-day experience designed just for sixth- to eighth-grade girls. They will learn about the Internet of Me, the Internet of Things, participate in group activities like cracking a password, and get to know some of the women in IBM who can tell them what it's like to work in the tech industry."

Syracuse is one of eleven total markets worldwide where IBM will host CyberDay4Girls through 2018 year-end. Additional cities include Dublin, Ireland; Hursley, UK; Perth-Andover, Canada; Cambridge, MA; Austin, TX; neighboring Rochester, NY, among others.

About IBM

The event at MOST is the kind of community volunteer initiative in which IBM is proud to participate. In the U.S. alone, IBM employees spend at least 500,000 hours a year performing volunteer community service. Worldwide, IBMers collectively volunteer an average of 1.2 million hours annually. Since 2004, nearly 300,000 IBMers have contributed more than 21 million hours of volunteer service. IBM has reached over 2.3 M students in 2018 through STEM-related volunteering, and on its way to exceeding its five year goal of five million students reached.

About the MOST

The Milton J. Rubenstein Museum of Science & Technology (MOST) is a hands-on science and technology museum for all ages. The MOST hosts numerous STEM education programs and community outreach events annually and is home to 35,000 square feet of interactive permanent and traveling exhibits, Silverman Planetarium, and Bristol IMAX® Omnitheater - the only domed IMAX theater in New York State. The MOST's vision is to be a preeminent science and technology center, inspiring all generations through hands-on education and entertainment.

The MOST is regularly open 10 a.m. to 5 p.m. Wednesdays through Sundays. The Museum is open on Mondays and Tuesdays for local school Winter Recess, Midwinter Break and Spring Break. For hours and pricing, visit most.org or call 315.425.9068.

Milton J. Rubenstein Museum of Science & Technology
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