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Putting Tools In More Girls' Hands: NYC Nonprofit That Teaches Girls Construction Skills Meets Growing Demand For Programming With Summer Launch Of Boston Chapter

Tradeswoman-Founded Tools & Tiaras Inc. Expands To Show Girls (Ages 6-17) In The Greater New England Area That "Jobs Don't Have Genders™"

June 1, 2022 (New York, NY) - As a history-making plumber who has excelled at her beloved trade for over 25 years alongside mostly men, Judaline Cassidy had long-envisioned starting an organization to show girls that "Jobs Don't Have Genders™". She wanted to empower girls with the skills and confidence to pursue any nontraditional career path they dreamed for themselves, in or outside the construction trades. Now five years since launching Tools & Tiaras Inc. (T&T) in New York City and serving hundreds of girls, Judaline, one of CNN's Champions For Change, is now answering the ever-growing demand for her acclaimed nonprofit's innovative programming with regional expansion. This summer, Judaline and her team will welcome girls and young women in New England to the T&T family through the launch of the organization's first local Chapter - Tools & Tiaras Boston LLC.

Tools & Tiaras Inc. serves girls and young women (ages 6-17), especially those in underserved communities, through hands-on, mentoring workshops and summer camps. T&T's signature fun-meets-education curriculum is centered on the skilled construction trades, and all programming is led by gender and racial barrier breaking tradeswomen leaders and field experts. Its mission is to advance girls' interest in pursuing non-traditional careers in S.T.E.A.M. professions, which include all aspects of the construction industry. To do that, the organization puts tools directly into girls' hands, helping them realize - and believe - just how capable they are. Girls also get to see, connect with, and be inspired by mentors and role models who look like them.

Embodying these same core T&T values, the new Tools & Tiaras Boston Chapter will be led by Erin Joyce-Brady, Director of Marketing & Communications for a group of HVAC, electrical and plumbing companies that have been serving communities throughout Northern Massachusetts and Southern New Hampshire since 1987. It was a small mention of Tools & Tiaras Inc. that had a big impact on her.

"I came across an article in a contractors' magazine highlighting Tools & Tiaras' Summer Camps. I was so inspired by their mission, and wanted the same for girls in our community. I also wanted to help support positive change in my industry," Erin shared. "There was an email address at the bottom of the article, so I took a chance and reached out. The reply I received became something greater than I could have ever imagined. I am beyond excited to lead this inaugural T&T Chapter, and make a difference in the lives of girls in our area."

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In the planning stages for the last 9 months, T&T Boston will launch this summer with a plumbing workshop that will have both in-person and virtual sessions. An 18-year-old plumber, who is the first woman plumber at her company, will lead the workshop. This, along with T&T Boston's other workshops to follow, will incorporate hard and soft skills learning, a history of the trades, the important role they play in shaping our societies... and a ton of fun!

Each T&T Boston Chapter workshop will be scheduled, "so that a maximum number of girls can have access to this amazing opportunity and learn something they might have never experienced before," Erin explained. "My hope is to build a lasting passion and curiosity with the girls in our community that may inspire them to consider a career as an electrician, carpenter, plumber, auto mechanic, or whatever they dream."

As Tools & Tiaras Boston grows, its workshop roster is anticipated to include T&T's full arsenal of programming, which includes electrical, carpentry, iron work, automotive, sheet metal, coding, solar, architecture, aviation, finance/financial literacy, art, culinary arts, and more. In addition, T&T's namesake T.O.O.L.S. (Total Ownership Of Life Skills) programming will become part of the Chapter's offering mix. It is designed to help girls develop invaluable skills that will serve them no matter what career path they choose.

"As an organization built on the power of sisterhood, we could not be more thrilled to have Erin leading this charge. Her passion for what we do is matched by her passion for making a difference in the lives of girls in her local community," said Judaline Cassidy, Founder and Chief Visionary Officer of Tools & Tiaras Inc. "She's going to show those girls what 'women's work' really is. And, together, we will help even more girls see the limitless possibilities for themselves as next generation tradeswomen and S.T.E.A.M. leaders, workforce trailblazers and change-makers."

Learn more about the organization at toolsandtiaras.org. Register for Tools & Tiaras Inc. 2022 Summer Camp (in-person in NYC and virtual sessions) here. For more information about Tools & Tiaras Boston LLC, email toolsandtiarasboston@gmail.com or visit the Chapter's Facebook page @toolsandtiaras-boston.

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