

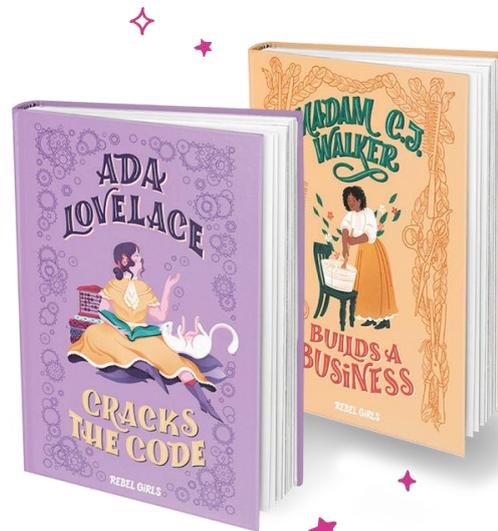
Media Release

Are you the next Ada Lovelace?

Today is Ada Lovelace Day, a global celebration of women in STEM. To encourage more Australian girls to study STEM, the Academy for Enterprising Girls today launched an international partnership with the company behind the hugely successful Goodnight Stories for Rebel Girls series.

Ada Lovelace was a trailblazer, born more than 200 years ago. She used her incredible imagination to write what would become the world's first programming language. She was a poet, a mathematician and a woman.

The Academy for Enterprising Girls, funded under the Australian Government's Future Female Entrepreneurs Program, aims to encourage more girls aged 10-18 to pursue entrepreneurship and associated STEAM education (science, technology, engineering, arts and mathematics) by harnessing their natural inclination to solve problems.



Today the AEG has joined forces with Rebel Girls to encourage girls to have the confidence to one day be their own boss or transform the industry in which they work.

All girls who register their interest in Academy for Enterprising Girls workshops and online activities before 8 November 2019 will get the chance to win a free two-book pack from the international blockbuster Rebel Girl's series. The upcoming releases, Ada Lovelace Cracks the Code and Madam CJ Walker Builds a Business, explore the lives and challenges of programming pioneer Ada Lovelace and America's first self-made millionaire, Sarah Breedlove.

Register for the program and enter the book prize competition at enterprisinggirls.com.au/ada



"I am pleased to be working in collaboration with the Academy for Enterprising Girls. Their mission aligns remarkably well with our own - part of our goal with Ada Lovelace Cracks the Code was to introduce girls to female role-models in STEAM, jump starting their interest. The Academy for Enterprising Girls is doing just this through a hands-on approach."

Elena Favilli, author of Goodnight Stories for Rebel Girls and Rebel Girls chief executive.

For more information:

Academy for Enterprising Girls
Fleur Anderson - 0409 342890
hello@enterprisinggirls.com.au

Rebel Girls Co
Julia Ferracane - 0424 180 420
julia@saintcopy.com



About Academy of Enterprising Girls

The Academy of Enterprising Girls is an Australian Government initiative under the Future Female Entrepreneurs Program. It is backed by \$3.6 million in Australian Government funding, and in-kind and financial contributions from partners and supporters such as Rebel Girls. The Academy platform includes a free national project-based entrepreneurship e-learning, pathways to advanced entrepreneurship and STEM education, and 50 face-to-face workshops from 2020.

The Academy for Enterprising Girls will deliver free access to introductory skills on business ideas,

innovation and design thinking, and digital skills to all girls, regardless of where they live. Entrepreneurship and skills in science, technology, arts, engineering and technology are essential skills for the future of work.

“You don’t need to be the Ada Lovelace of 2019 but if you are curious about your world and love solving problems, we want you,” Academy for Enterprising Girls director Annie O’Rourke said.

REBEL GIRLS®

About Rebel Girls

The Rebel Girls mission stemmed from a very simple idea—that girls with access to female role models will explore more, do more, be more! That core goal led to the creation of the bestselling children’s book series, *Good Night Stories for Rebel Girls*. Each volume introduces the stories of 100 amazing women, allowing readers to dream bigger, aim higher, and fight harder. Since initial publication, the series has been translated into nearly 50 languages and is available in over 70 countries worldwide.

Rebel Girls has since evolved into an award-winning cultural media engine, dedicated to highlighting and exploring the lives of trailblazing women who are pioneers, leaders, creators, champions and warriors. Their stories are brought to a global community of Rebel Girls through book publishing, a podcast, digital media, and more. Find Rebel Girls online (rebelgirls.co and rebelgirlsboundless.com), on Facebook (Facebook.com/rebelgirls), Instagram ([@RebelGirls](https://www.instagram.com/RebelGirls)), and Twitter ([@RebelGirlsBooks](https://twitter.com/RebelGirlsBooks)).

To find out more about Rebel Girls and the Academy for Enterprising Girls, and keep up with the latest news visit:

Academy for Enterprising Girls

Online competition: enterprisinggirls.com.au/ada

Facebook: [@enterprisinggirls](https://www.facebook.com/enterprisinggirls)

Instagram: [@enterprisinggirls](https://www.instagram.com/enterprisinggirls)

Twitter: [@AcademyforEG](https://twitter.com/AcademyforEG)

Rebel Girls

Online: rebelgirls.co

Facebook: Facebook.com/rebelgirls

Instagram: [@RebelGirls](https://www.instagram.com/RebelGirls)

Twitter: [@RebelGirls](https://twitter.com/RebelGirls)

For more information:

Academy for Enterprising Girls
Fleur Anderson - 0409 342890
hello@enterprisinggirls.com.au

Rebel Girls Co
Julia Ferracane - 0424 180 420
julia@saintcopy.com