

Windsor non-profit welcomes skilled trades brand ambassadors

Tradeswomen will offer representation and a voice for the organization.

(Windsor, ON - August 12, 2021) Windsor-based non-profit, Build A Dream today announced tradeswomen Delaney Krieger (Carpenter's Apprentice) and Rebecca Chenier (Red Seal General Machinist) are the newest additions to the expanding non-profit. The tradeswomen are the first to be announced as part of the Dream Ambassadors program for the organization that aims to bridge the gender gap by empowering young women to seek out sustainable career pathways.

"A big part of the Build A Dream mandate is connecting young women to sustainable careers that will empower them, and part of that is representation," says Nour Hachem-Fawaz, Build a Dream President and Founder. "Both Delaney and Rebecca offer positive representation, but they also bring great professional insight that will be integral to strategizing organizational goals."

The ambassadors are paid to help execute special projects related to the Build A Dream, including helping the organization connect to the communities it serves, amplifying opportunities for women in skilled trades, and mentoring those who have chosen a trades path.

The non-profit started in 2014 and has quickly expanded marking over 20,000 attendees for both online and in-person events offered across Canada. With the expansion, comes the need for adequate representation. "We believe these ladies reflect the values of the organization and are excited for the future of our partnership," Hachem-Fawaz says.

Rebecca Chenier, Red Seal General Machinist

As a single mom with 3 children, finding a financially stable job wasn't easy. Rebecca came across a flyer for a Millwright pre-apprenticeship training program offered by Women's Enterprise Skills Training of Windsor. She applied for the program and after three years of her apprenticeship, she challenged the Red Seal exam and passed. Of the trades, Rebecca says, "It gave me financial independence...It was empowering and freeing. I have no words to express how incredible that feels."

Delaney Krieger, 2nd Year Carpenter's Apprentice, *Carpenters Union Local 494*

Delaney attended a Build A Dream career expo where she met representatives from the carpenters union. Despite plans to pursue journalism, Delaney realized that she didn't want a desk job and signed on as a drywall, acoustics, and lather apprentice. "I love it so far. You get a bit of experience on everything."

Build a Dream will begin to reveal more Dream Ambassadors as the organization unveils exciting new programming over the next weeks and months. Tradeswomen from across Canada interested in applying to share their expertise and insight to improve career journeys for the next generation of skilled trades workers can send their details to info@webuildadream.com for more information on participating in the paid program.

About Build a Dream

Build a Dream is an organization with a powerful initiative that attracts, encourages, and empowers young women to explore careers in skilled trades, STEM (Science, Technology, Engineering, Math), emergency response, leadership, and entrepreneurship. Through specialized, data-driven programming, the organization works to connect industry, education, government, and families to amplify young women, highlight careers in fields under-represented by women, spotlight strong role models, and acts as a catalyst for workforce development, driving to create more diverse and inclusive spaces.

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For more information about Build a Dream or to interview an ambassador, please contact:

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