



Mercedes-Benz

Press-Information
October 6, 2022

Mercedes-Benz plant hosts outreach for Tuscaloosa area female students as part of “National Manufacturing Day” initiative

Vance, Alabama – During this year’s “National Manufacturing Day” (Friday, October 7th) Mercedes-Benz U.S. International, Inc. (MBUSI) is collaborating with Manufacture Alabama to showcase the types of job opportunities that exist in manufacturing for female students.

Mercedes-Benz Team Members will lead the students in a plant tour on Friday morning, then move the program to the Mercedes-Benz Visitor Center (11 Mercedes Drive) between 11 am and 1 pm for a discussion about careers in manufacturing and specifically at MBUSI. GLAM – Girls Learning About Manufacturing – is an initiative of Manufacture Alabama and is designed to create interest in careers in manufacturing amongst the next generation of women in the workforce.

Participating students in the MBUSI / Manufacture Alabama event will come from:

- Tuscaloosa County Schools: Brookwood and Holt High schools
- Tuscaloosa City Schools: Paul Bryant, Northridge and Central High schools

The outreach effort was organized under the umbrella of MBUSI’s Diversity and Inclusion Committee, which has implemented a multi-year strategy for the plant. The D&I Committee’s “Pink Boots” BRG focuses on topics affecting women in the workplace. MBUSI also has BRGs focusing on Veterans and Early Career Team Members. Special thanks goes to “Pink Boots” Chair, Melody Wilson for organizing the event.

“Our BRGs at MBUSI serve as strategic partner groups to support diversity, inclusion and belonging,” said Dawn Gardner, MBUSI Organizational Development Diversity Lead. “Team Members have the opportunity to come together to discuss meaningful topics, grow personally and professionally, share resources and support each other inside the gates and in the community.”

“We are proud to be partnered with MBUSI for this event,” said Robin Ricks, Executive Director of GLAM and Director of Special Programs and Workforce Development at Manufacture Alabama. “Together, we’ll continue to create interest in manufacturing careers among the next generation of women. Our partnership with MBUSI gives life to the mission of GLAM by connecting students with the diverse and talented leaders at MBUSI so they may witness first-hand the benefits of a career in manufacturing. We are thankful for the hard work and dedication of the MBUSI team, and our partners at the Tuscaloosa county and city school systems.”

Media welcome to join from 11 am - 12 Noon

Location: Mercedes Visitor Center - 11 Mercedes Drive

- **Media should not come to the plant**
- **MBUSI will upload video from the tours to Vimeo (Scan QR code)**
- **Content will be available after 1 pm (Central) on Friday, October 7th**

