



We are Dedicated to Fostering Gender Balance Within the Air and Space Industry

PRESS RELEASE

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The Skies of the Globe Set to Turn Pink During Women Of Aviation Worldwide Week

The Week of Awareness Encourages Girls and Women to Explore the Aviation Industry

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Turn your eyes skyward between March 3 and March 9. You might see something that transforms the way women and girls view the world of aviation – and their futures.

FOR IMMEDIATE RELEASE

February 23, 2014 – More than 200 years after the first woman flew and more than 100 years after Raymonde de Laroche became the first woman to earn a pilot license worldwide on March 8, 1910, the air and space industry continues to be severely gender unbalanced. Less than 5% of all airline pilots are women, around 2% of aircraft mechanics are women, and approximately 10% of aeronautical engineers are women.

Numerous studies have identified that the male-only image of the industry leads qualified female candidates to overlook a career in the industry.

During Women Of Aviation Worldwide Week, March 3-9, 2014, an estimated 30,000 girls and women will be welcomed at air and space facilities located on 4 Continents. Thanks to numerous hands-on interactive activities organized by aviation enthusiasts and professionals, they will learn that this exciting and rewarding industry is eager to include them.

The year 2014 marks two major milestones for the women of aviation: 100 years since Lidia Zvereva of Russia became the first woman to fly an aerobatic maneuver worldwide and 50 years since Geraldine Mock of the United States became the first woman to fly solo around the world.

To celebrate these milestones and raise awareness among the female population of the significant and long standing contributions of women to aviation advancement, the interviews of outstanding women of aviation such as Geraldine Mock, CarolAnn Garratt, Carole Pilon, Jacquie Varda, Carol Pilon, and Jana McWhorter will be broadcast free of charge during the week at <https://new.livestream.com/womenofaviation>.

“Recently, the industry has been vocal about impending shortages of qualified aeronautic employees,” said Mireille Goyer, an airline transport rated pilot and the founder of the Institute for Women Of Aviation Worldwide. “Searching for talent within only half of the population is very limiting. We hope that the many events taking place during the week will begin to broaden the talent pool, fuel growth, and enhance quality.”

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Background:

- During the last few decades, while the percentage of female doctors, lawyers, and business executives skyrocketed, the percentage of women involved in the sectors of the air and space industry traditionally dominated by men remains low and mostly unchanged.
 - Less than 2% of aircraft maintenance engineers are women.
 - Less than 5% of airline pilots are women.
 - Less than 10% of aerospace engineers are women.
- International Women's Day has been celebrated since 1911, but for women in the air and space industry, this date has an even earlier significance: it is the anniversary of the first licensed female pilot worldwide in 1910.
- Women Of Aviation Worldwide Week is a global outreach initiative organized by the Institute for Women Of Aviation Worldwide that promotes the advancement of women in the air and space technical industries.
- The Institute for Women Of Aviation Worldwide (iWOAW) is a not-for-profit consortium of businesses and organizations from around the world whose mission is to foster gender balance in the air and space industry through outreach, education, and advocacy.
- For full details about Women Of Aviation Worldwide Week, please visit www.WomenOfAviationWeek.org
- For downloadable photos, please visit www.WomenOfAviationWeek.org/about/press-center
- For information about the Institute for Women Of Aviation Worldwide Week, please visit www.iWOAW.org