



PEROT MUSEUM OF NATURE AND SCIENCE JOINS IF/THEN INITIATIVE TO PROMOTE WOMEN IN STEM

*Science and cultural organizations unite to empower female STEM innovators
and next generation of pioneers*

DALLAS (March 5, 2019) – The Perot Museum of Nature and Science announced today that it will partner with **IF/THEN**, an initiative of Lyda Hill Philanthropies supporting women in science, technology, engineering and mathematics (STEM). **IF/THEN**, built on the mantra that “if we support a woman in STEM, then she can change the world,” seeks to advance women in STEM by empowering current innovators and inspiring the next generation of female pioneers.

This first-of-its-kind coalition emphasizes that STEM is everywhere, essential to the success of all fields from entertainment to business, and that there is no better time to highlight positive and successful female professional role models to activate a culture shift among young girls and their potential of careers in STEM.

As an educational institution whose mission is “to inspire minds through nature and science,” the Perot Museum of Nature and Science will work with IF/THEN to achieve equal representation of women and men in the career-inspiration profiles, which will be placed throughout the Museum. Supporting the notion that “if she can see it, she can be it,” these graphics and videos will tell the stories – in a personal and engaging manner – of women who work in diverse and exciting STEM careers related to each hall’s content. For example, a female ecologist will be featured in *the Rees-Jones Foundation Dynamic Earth Hall* and a female archaeologist will be spotlighted in the *Being Human Hall*.

Striving to serve as a national model, the Perot Museum is the first institution to incorporate this strategy and will be developing resources to be shared with other scientific institutions.

“Our nation’s future economy increasingly depends on a STEM-capable workforce,” said Dr. Linda Silver, Eugene McDermott Chief Executive Officer of the Perot Museum of Nature and Science. “The Perot Museum plays a crucial role in fueling that workforce pipeline by introducing girls of all ages to exciting and enriching experiences that will ignite their imaginations and ambitions to pursue rewarding careers in science, technology, engineering and mathematics. We applaud and support Lyda Hill and the IF/THEN initiative for shining a national spotlight on and elevating the importance of women in STEM.”

Though women constitute about half of the college-educated workforce in the United States, just a quarter of STEM professionals are female, and a lack of funding and visibility has caused female STEM professionals to receive significantly less credit for their work. This STEM gender gap has impacted perceptions of women in STEM, and trickles down to younger generations.

“We need more women scientists to put their stories out there so girls can see what they can be when they grow up,” said Nicole Small, president of Lyda Hill Philanthropies and co-founder of IF/THEN. “To ensure that current female STEM innovators are supported, and girls are exposed to the STEM role models they need, we must join forces toward this common goal. We believe that having diverse perspectives at the table is key to building a more innovative future, and if we work together, we can truly shift the culture to inspire the next generation of female world-changers. That is why we are partnering with the Perot Museum of Nature and Science.”

For more information about the coalition, visit www.ifthenshecan.org.

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About the Perot Museum of Nature and Science. *The top cultural attraction in Dallas/Fort Worth and a Michelin Green Guide three-star destination, the Perot Museum of Nature and Science is a nonprofit educational organization located in the heart of Dallas, Texas. With a mission to inspire minds through nature and science, the Perot Museum delivers exciting, engaging and innovative visitor and outreach experiences through its education, exhibition, and research and collections programming for children, students, teachers, families and life-long learners. The 180,000-square-foot facility in Victory Park opened in December 2012 and is now recognized as the symbolic gateway to the Dallas Arts District. Future scientists, mathematicians and engineers will find inspiration and enlightenment through 11 permanent exhibit halls on five floors of public space; a children's museum; a state-of-the art traveling exhibition hall; and The Hoglund Foundation Theater, a National Geographic Experience. Designed by 2005 Pritzker Architecture Prize Laureate Thom Mayne and his firm Morphosis Architects, the Victory Park museum has been lauded for its artistry and sustainability. To learn more, please visit perotmuseum.org*

About IF/THEN. IF/THEN is part of Lyda Hill Philanthropies' commitment to fund game-changing advancements in science and nature. IF/THEN seeks to further advance women in STEM by empowering current innovators and inspiring the next generation of pioneers. Rooted in a firm belief that there is no better time to highlight positive and successful female professional role models, IF/THEN is designed to activate a culture shift among young girls to open their eyes to STEM careers by: (1) funding and elevating women in STEM as role models, (2) convening cross-sector partners in entertainment, fashion, sports, business and academia to illuminate the importance of STEM everywhere, and (3) inspiring girls with better portrayals of women in STEM through media and learning experiences to pique their interest in STEM careers. To learn more, visit www.ifthenshecan.org.

About Lyda Hill Philanthropies. Lyda Hill Philanthropies encompasses the charitable giving of founder Lyda Hill and includes her foundation and personal philanthropy. Lyda Hill Philanthropies is committed to funding transformational advances in science and nature, empowering nonprofit organizations and improving the North Texas and Colorado Springs communities. To learn more about Lyda Hill Philanthropies, please visit <https://lydahillphilanthropies.org/>.

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