

Students Honored for Videos of What's So Cool About Manufacturing®

Bangor Area Middle School and Wind Gap Middle School Pickup Awards

By Paul Muschick

LEHIGH VALLEY - Students from Nazareth Area Middle School won the top award in this year's What's So Cool About Manufacturing® video contest for the Lehigh Valley area.

The contest, created 11 years ago by the Manufacturers Resource Center, pairs teams of students with manufacturers to produce a video showcasing the innovative technologies that are used and the products that are made in today's manufacturing. The goal is to introduce students to careers in manufacturing.

The Nazareth students produced a video about KB Systems Inc./Gemini Bakery Equipment Co. in Washington Township, Northampton County. It is the largest provider of specialty bread making equipment and systems in North America.

Outstanding Educational Value award went to Wind Gap Middle School – ABEC and Outstanding Videography award went to Bangor Area Middle School – C.F. Martin & Co., Inc.

Eleven other middle schools also won awards at a ceremony attended by more than 1,200 parents, company officials, educators, and other supporters on March 26 at Stabler Arena on the campus of Lehigh University. The event was broadcast live on WFMZ.

"As we reflect back over the last 11 years of What's So Cool in the Lehigh Valley, it's gratifying to see the growing talent and excitement of the students through their videos, as well as the enthusiasm from the community through voting and attendance," said Karen Buck, Director of Workforce Initiatives at the Manufacturers Resource Center.

"This was a great contest year, and the hard work of the students, teachers, and manufacturers is really evident. Being able to broadcast the awards event live, from a larger venue here at Lehigh University allows us to amplify the students' efforts, as well as increase our impact in raising awareness about manufacturing career opportunities," she said.

Manufacturing is a leading driver of the Lehigh Valley's economy. More than 700 manufacturers collectively produce an annual output of \$8.1 billion, which makes up 16% of the region's \$50.2 billion Gross Domestic Product. Nationally, manufacturing makes up 12% of GDP.

The Lehigh Valley's location, within a day's drive of one-third of U.S. consumers, and the region's skilled labor force, make the region attractive for companies that produce things. They make food and beverages, medical devices, technology, and consumer goods, among other items.

What's So Cool About Manufacturing® debuted in the Lehigh Valley in 2013 and has spread statewide and been adopted in 11 other states. More than 60% of Pennsylvania's school districts have participated in the program since its inception. Go to <https://www.lehighvalley.org/lehigh-valley-students-honored-for-videos-of-what-s-so-cool-about-manufacturing> to see all the winners and watch their videos.



Nazareth Area Middle School won the top award in this year's What's So Cool About Manufacturing®

HIRING DRIVERS

BANGOR SCHOOL DISTRICT

— NO EXPERIENCE REQUIRED —

BONUSES



610-588-3590

APPLY ONLINE
RIDESTA.COM