



# Intel Launches 'She Will Connect' to Close the Technology Divide for Millions of Women Around the Globe

**Intel Follows 'Women and the Web' Report with Action, Furthers Commitment to Educating Women and Girls in Developing Countries**

## NEWS HIGHLIGHTS

- As a direct result of findings in the groundbreaking "Women and the Web" report released in January, Intel announced She Will Connect, an initiative to reduce the gender and technology gap around the world.
- She Will Connect will begin in Africa aiming to reach 5 million women and reduce the gender gap by 50 percent.
- Intel is testing an innovative new model that integrates Internet access with gender and development programming, including a new online gaming platform and digital literacy training with a built-in peer network.

SANTA CLARA, Calif.--(BUSINESS WIRE)-- Today Intel Corporation announced She Will Connect, a new program that commits to expanding digital literacy skills to young women in developing countries. Intel will begin the initiative in Africa, where the gender gap is the greatest, by aiming to reach 5 million women and reduce the gender gap by 50 percent. To achieve this, Intel will work with a diverse set of partners including global and local NGOs and governments.

Findings from the groundbreaking "[Women and the Web](#)" report released by Intel in January revealed concrete data on the enormous Internet gender gap in the developing world and the social and economic benefits of securing Internet access for women. The report issued a call to action for stakeholders to double the number of women and girls online in developing countries in three years. She Will Connect demonstrates Intel's commitment to this action by not only providing digital literacy skills to girls and women, but also by pushing the concept of digital literacy forward through new, innovative and scalable models.

"The Internet has transformed the lives of billions of people," said Shelly Esque, vice president of Intel's Corporate Affairs Group and president of the Intel Foundation. "It functions as a gateway to ideas, resources and opportunities that never could have been realized before, but our research shows that girls and women are being left behind. We believe that closing the Internet gender gap has tremendous potential to empower women and enrich their lives as well as all the lives they touch."

In conjunction with She Will Connect, Intel pledged a 2013 [Clinton Global Initiative](#) Commitment to Action and is celebrating the United Nations' second International Day of the

Girl on October 11. The theme for this year's International Day of the Girl emphasizes the importance of girls' education worldwide.

"When we think about what the world is going to look like in the coming 20 years, we have to do more to make sure that women as well as men, girls as well as boys are empowered to use new technology to further their own aspirations," said Secretary Hillary Clinton at the Clinton Global Initiative 2013 annual meeting last week.

She Will Connect will test a new model that integrates digital literacy with gender and development programming targeting women and girls:

- **Online Gaming Platform** – Intel is developing an online gaming platform to innovate the delivery of digital literacy content through an interactive, engaging approach for smartphones and tablets in a game-infused environment. With the gaming platform, learning can take place in a mediated environment, individually, across devices and in the context of a peer network.
- **Peer Network** – Intel and [World Pulse](#) are working together to integrate World Pulse's digital empowerment training into existing digital literacy programs and connect women to a safe and supportive peer network. Through the World Pulse platform, women can exchange ideas, find support and mentorship, and obtain relevant content tailored for women. This innovative approach will push the field of digital literacy so learning can take place not only as an individual in a shared computing environment but also through peers.

Beyond Africa, Intel is expanding on its ongoing commitment to empower girls and women globally, with continued work in India with a goal to reach 1 million women with Intel's Easy Steps digital literacy training program in the next year. In Latin America, Intel is partnering with several governments and organizations providing digital literacy training with a special focus on fostering entrepreneurial skills in Columbia, Mexico and Peru.

In addition to launching She Will Connect, Intel is celebrating International Day of the Girl by building on its strong culture of employee volunteerism for Global Giveback Day. Championed by leaders from the Intel Network of Executive Women and the Women at Intel Network, employees will collaborate with organizations in support of education and empowerment of girls and women. Intel is also hosting screenings of the transformational film [Girl Rising](#) around the world on October 11 to raise global visibility about the importance of educating girls.

### **About Intel's Girls and Women Commitment**

Today, millions of girls around the world have little or no access to education. Intel believes that education should be a fundamental right for everyone and recognizes the major role technology plays in improving both the quality of and access to education. Through access to technology, scholarships and community learning programs, Intel provides girls and women with opportunities for quality education and personal growth.

### **About Intel's Education Commitment**

In this increasingly global economy, Intel recognizes that curiosity, critical thinking and a strong foundation in math and science are necessary for tomorrow's workforce to compete

for the high-tech jobs of the 21st century. Over the past decade alone, Intel and the Intel Foundation have invested more than \$1 billion, and Intel employees have donated close to 3 million volunteer hours toward improving education in more than 60 countries.

### **About Intel**

Intel (NASDAQ:INTC) is a world leader in computing innovation. The company designs and builds the essential technologies that serve as the foundation for the world's computing devices. Additional information about Intel is available at [newsroom.intel.com](http://newsroom.intel.com) and [blogs.intel.com](http://blogs.intel.com).

Intel Corporation  
Lisa Malloy, 202-626-4397  
[lisa.malloy@intel.com](mailto:lisa.malloy@intel.com)

Source: Intel Corporation