

Media Advisory



Santa Clarita students embark on a road to self-discovery through Roadtrip Nation curriculum

Through AT&T Aspire, the Iconic Green RV Continues Nationwide Career Empowerment Educational Tour with Live Presentation in Santa Clarita at Bowman High School with guest speaker Tracey Gold

What: On Friday, Oct. 2, 2015 at Bowman High School in Santa Clarita, [Roadtrip Nation](#), a career exploration organization that helps students connect their interests to real-world careers, will be bringing its iconic green RV for an interactive live event.

The presentation highlights Roadtrip Nation's inspiring multimedia content from its original PBS series and celebrates the adoption of the [Roadtrip Nation Experience](#) curriculum this school year at Bowman High School.

Career exploration will come to life at the event, with speakers such as Tracey Gold who will share their professional journeys with the students, and interactive activities that will engage students with ideas and stories from their upcoming [Roadtrip Nation Experience](#).

The Roadtrip Nation curriculum immerses students in self-reflection exercises to help identify their interests and explore related careers. Students use Roadtrip Nation's personalized career exploration tool, the Roadmap, to access Roadtrip Nation's vast Interview Archive, which contains thousands of videos featuring successful real-world leaders spanning every industry, providing students with the opportunity to learn the bold steps professionals who share their interests took to get to where they are today.

AT&T Aspire, AT&T's signature education initiative, contributed \$2.2 million to Roadtrip Nation this year, empowering Roadtrip Nation to engage more than 80,000 students nationwide throughout the 2015-2017 school years with its live events, exclusive high school curriculum, and interactive online tools. The collaboration between AT&T and Roadtrip Nation aims to decrease dropout rates by powering career skills and connecting students with mentors early on.

Who: Students at Bowman High School
Special guests and speakers include:
~Tracey Gold

When: Friday, Oct. 2, 2015
10am - 12pm

Where: Bowman High School
Child and Family Center
21545 Centre Point Pkwy, Santa Clarita, CA

Visuals: Roadtrip Nation Iconic Green RV
Tracey Gold with Students
Students Engaging in Self-Exploration Activities

Social: @RoadtripNation, @ConnectToGood, #RoadtripNation, #ATTImpact

**Interviews with Roadtrip Nation team, Tracey Gold, AT&T External Affairs Dan Revetto, and Bowman High School Staff/Students available - (Spanish speaking also available).*

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