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**ASTC, NGCP, and Lyda Hill Philanthropies announce the launch of the IF/THEN®
Champions Network to advance equity in gender representation in STEM**

ASTC member organizations and individuals can apply to join the network today!

WASHINGTON, D.C., USA – The Association of Science and Technology Centers (ASTC), in partnership with the National Girls Collaborative Project (NGCP) and with the support of IF/THEN®, an initiative of Lyda Hill Philanthropies, announces the launch of the new [IF/THEN® Champions Network](#), a community of ASTC science centers, museums, allied organizations, and individuals committed to advancing gender equity at their institutions through use of the [IF/THEN® Collection](#) in exhibits, program materials, and more. IF/THEN® Champions Network members are each expected to access approximately \$15,000 in program benefits and offerings, reinforcing each member's commitment to gender equity at their respective institutions.

The IF/THEN® Collection is designed to increase the number of accurate and powerful images of contemporary women in STEM and includes a robust digital asset library of photos, videos, and other custom content—all of which can be accessed by the public, media, educators, non-profits, museums, and more. The Collection is a critical component of IF/THEN®'s mission to empower women in science, technology, engineering, and mathematics (STEM) and inspire young girls to pursue their passions in STEM. The Collection features 125 women innovators in STEM fields selected by the American Association for the Advancement of Science (AAAS) and Lyda Hill Philanthropies to be [AAAS IF/THEN® Ambassadors](#), all serving as high-profile role models.

Since the launch of the IF/THEN® Collection in 2020, approximately \$30M has been invested in producing and distributing its content, including through the [IF/THEN® Gender Equity Project](#), a partnership between ASTC and NGCP that has galvanized the efforts of science centers and museums to increase the number of women STEM professionals depicted within their institutions' exhibit and educational content. Through this project, 180 organizations representing 40 states, Puerto Rico, and the U.S. Virgin Islands received IF/THEN® grants, 22

new projects were made for museums to replicate through the [Project Library](#), and an estimated 14 million people experienced Collection content as a result. Building upon this foundational work, the IF/THEN® Champions Network will bring together ASTC member organizations and individuals to form a resourced network committed to continuing this advancement of gender equity in STEM.

The network aims to activate and grow a network of museums and individual members that will champion gender equity work, support the overall goals of the IF/THEN® initiative, provide mutual support, engage in professional learning through an ongoing webinar series, and act as institutional resources for others. Network membership is available at no cost for ASTC member organizations and individuals and includes a range of benefits and commitments to support the advancement of gender equity. Additional information—including instructions for completing the network membership form—is available at [IF/THEN® Champions Network](#).

“ASTC is grateful to Lyda Hill Philanthropies for their recognition of the important role that science centers and museums play in highlighting that all people belong in science,” said Christofer Nelson, ASTC’s President and CEO. “We are glad to continue our partnership with IF/THEN® to increase the representation of women and gender minorities across our network of members.”

“The National Girls Collaborative Project is looking forward to providing support to these Champions as they spotlight the valuable resources of IF/THEN®,” said Karen Peterson, NGCP’s Founder and CEO. “NGCP celebrates the vision of Lyda Hill Philanthropies to further advance women in STEM.”

"Through this powerful partnership, we know the impact of the IF/THEN® Initiative will continue to grow through a diverse range of museums and informal learning spaces across the country," said Nicole Small, CEO of Lyda Hill Philanthropies and Co-Founder of IF/THEN®. "We look forward to seeing how the Champions Network brings the Collection to their communities to inspire the next generation of STEM pioneers."

Launched by Lyda Hill Philanthropies, the [IF/THEN® Initiative](#) is built on the mantra that “If we support a woman in STEM, then she can change the world.” The initiative includes a large coalition of organizations that span science, media, fashion, education, philanthropy, entertainment, sports, and beyond.

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About [Lyda Hill Philanthropies // IF/THEN](#)

Founded in 2019, [IF/THEN®](#), an initiative of Lyda Hill Philanthropies, seeks to further advance women in science, technology, engineering and math (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. Putting words to action, the

initiative has launched an Emmy-nominated television series, [Mission Unstoppable](#), created the [IF/THEN® Collection](#), the world's largest free resource library of photos and videos of diverse women in STEM, and launched the [#IfThenSheCan – The Exhibit](#), a monumental installation of 120 life-sized 3D-printed statues of real women STEM professionals. IF/THEN® content has garnered hundreds of millions of views from women and girls furthering the approach that if you support women and girls in STEM, then you can change the world.

Instagram, TikTok and Twitter: [@IfThenSheCan](#)

About [ASTC](#)

Founded in 1973, the Association of Science and Technology Centers (ASTC) is a network of more than 600 science and technology centers, museums, and allied organizations, engaging more than 110 million people annually across North America and in almost 50 countries. With its members and partners, ASTC works towards a vision of increased understanding of—and engagement with—science and technology among all people. Visit www.astc.org or follow ASTC on [Facebook](#), [X](#), [LinkedIn](#), and [Instagram](#).

About [National Girls Collaborative Project](#)

The National Girls Collaborative Project (NGCP) is a network of networks that brings together organizations committed to informing and encouraging girls to pursue careers in science, technology, engineering, and mathematics (STEM). While NGCP programs and partners are in every state, there are 33 Collaboratives serving 41 states, which facilitate collaboration between more than 42,500 organizations that collectively serve over 20.2 million girls and 10 million boys. Visit www.ngcproject.org or follow NGCP on [Facebook](#), [X](#), [LinkedIn](#), and [Instagram](#).