

CREATORS WANTED

PRESENTED BY



NATIONAL ASSOCIATION OF
Manufacturers



MANUFACTURING
Institute

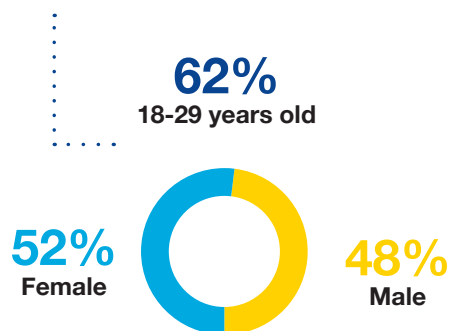


Since launching in October 2021, the Creators Wanted Tour has achieved:



150 million+
digital impressions

1.4 million+
email signups by students and career mentors



10,000+ students AND **3,000+** career mentors
have been through the immersive experience

330,000+ job openings AND **150,000+** training programs
listed on average on CREATORS CONNECT

➤ Spring 2023 Update

The Creators Wanted campaign, a joint project of the National Association of Manufacturers and the Manufacturing Institute, just completed an incredibly impactful 2023 Spring Tour, including stops at major events like the Indianapolis 500, the COSI Science Festival, Ohio's largest STEM event, and the SkillsUSA National Leadership and Skills Conference.

Learn more at creatorswanted.org

\$5.35 million
in positive earned media

84%
of tour participants report a
significantly improved view of
manufacturing careers