



The Take Our Daughters And Sons To Work® Foundation Plans Virtual Program for 2021

Take Our Daughters And Sons To Work® Day Is the Fourth Thursday in April, April 22, 2021

Take Our Daughters And Sons To Work® Day (TODASTW) is an international event celebrated by millions of students, parents, educators, and employers. It is a day when students dream big and learn how to make those dreams come true. The organization is now looking forward to the event's [28th anniversary in 2021](#), and planning programming that will be accessible from anywhere.

“We are creating a program with content focused on children and their teachers to allow them to participate from school, home, or wherever they are,” says TODASTW Executive Director Carolyn McKecuen. “We are including live speakers, engaging videos showing different jobs, Q&A sessions, and interactive features.”

Originally started in 1993 by the Ms. Foundation for Women and championed by long-time supporter Gloria Steinem, the event was intended to provide a way to “make girls visible, valued, and heard in the workforce.” In 2003, the event was expanded to include boys under the rebranded name Take Our Daughters And Sons To Work® Foundation.

Today, the Take Our Daughters And Sons To Work® Foundation is continuing its commitment to events that build on the imagination of what is possible in the workplace, contribute to the future of a diverse and inclusive workplace (socio-economically, racially, and ethnically), and create access to a variety of careers for all children. They also aim to increase the number of underprivileged students going to college, preparing them through leadership and mentoring.

TODASTW is furthering their mission of creating a more equitable world (at home, at school, in the community, and in the workplace) where all children have the opportunity to be exposed to different work options and to become productive in their community.

In recent years, the annual event has grown to involve more than 44.5 million participants — from the U.S. and in over 187 countries around the world.

When the COVID-19 pandemic hit, the 2020 TODASTW event that was planned for Thursday, April 23 was curtailed as schools and workplaces went virtual and families were urged to shelter-in-place.

For the next event on April 22, 2021, the foundation is focusing on its role in moving towards a more positive future for all. TODASTW is planning to tap into technologies that have brought the world together during this time of increased isolation by offering a hybrid virtual option with both live and pre-recorded resources. They welcome engagement from companies and businesses that want to participate with sponsorship and workplace virtual tours.

This new approach will allow the event to reach more children, no matter their location or access to their parents' employers. As a result, TODASTW is helping to fulfill its mission of creating more equitable opportunities for children to experience different workplaces and career options.

TODASTW 2021 sponsors include: [Virtual Job Shadow](#), [Lord Abbett](#), [Credit Acceptance](#), [Chevron](#), [Goldman Sachs](#), [Pasquotank County NC](#), [Ms. Foundation](#), [Benevity](#), [Wasabi](#), [iHeart Radio](#), [Bright Futures Press](#), [ButlerGraphics](#), [Career Girls](#), [Hewlett Packard](#), [Luminary](#), [NetGyral International](#), [NouSoma Communications](#), and [Zack Seckler](#).