



- For immediate release -

The launch of our g4g STEM Challenge in partnership CDK Global

Brussels, 8 July 2020 - The international non-profit organization, greenlight for girls (g4g), and CDK Global, Inc. (Nasdaq: CDK), a leading retail automotive technology company, are launching their first STEM challenge. This challenge is a virtual volunteering program for the college students participating in an internship with CDK. Through the volunteer program with g4g, participants will build strong and diverse skillsets, join a network of 8,000+ STEM role models worldwide, and create learning resources that will impact 10 schools and engage more than 1,000 students.

Between July 1 and August 6, this STEM Challenge will engage a cohort of 65 interns to bring the technology and innovation of CDK to life by recording hands-on experiments to help benefit the community. The participants will be joining from across the U.S. including Ohio, Illinois, Texas, Florida, Oregon and California with backgrounds in software, product marketing, procurement, IT, HR and more.

This challenge is designed to help build professional skills in creative storytelling, collaborating with a team, creating an experiment, presenting to an audience, breaking down complex subjects especially in STEM and more – all while underlining the fun aspects of STEM. CDK interns will have the chance to work in groups around strategic themes of their choice and compete for a prize.

On August 6, at the end of the program, some of the top experiments will be broadcasted on the g4g live Broadcast: **Science you had me at Hello**[®]. Learning resources will be created based on the experiments and expertise from this program and shared with 10 schools across the six above mentioned regions to engage more than 1,000 students. These resources will contribute to five different Sustainable Development Goals by widening opportunities to access quality STEM education and learning for children, especially those from less advantaged environments/marginalized backgrounds.

Melissa Rancourt, an American who founded greenlight for girls and the Board President, explains, *“Working with companies, such as CDK Global, is a perfect opportunity to demonstrate that science and technology are part of education at any age. Together, we can work together to inspire the next generation to look ahead to their future. With these events and the needed support from our partners, we truly believe that ‘Anything is Possible’ to change the landscape of the next generation in STEM, particularly with encouraging women and minorities to follow these fields of study and careers.”*

“At CDK, we strive to create opportunities for quality and inclusive education that promotes lifelong learning,” said Amy Byrne, executive vice president, chief human resources and communications officer, CDK. *“We are excited to partner with g4g through this STEM project that our 65 interns will be completing this summer and are exploring ways to expand our partnership with g4g in the future.”*

###



Twitter handles: @green4girls, @CDKGlobal

Event hashtags: #g4gSTEMChallenge | #g4gCDK

Contact: Marie Lhuillery-Weber, g4g Communications Manager (marie@greenlightforgirls.org)

About CDK Global, Inc.:

With \$2 billion in revenues, CDK Global (Nasdaq: CDK) is a leading global provider of integrated information technology solutions to the automotive retail and adjacent industries. Focused on enabling end-to-end automotive commerce, CDK Global provides solutions to dealers in more than 100 countries around the world, serving approximately 30,000 retail locations and most automotive manufacturers. CDK solutions automate and integrate all parts of the dealership and buying process, including the acquisition, sale, financing, insuring, parts supply, repair and maintenance of vehicles. Visit cdkglobal.com.

About g4g: g4g is an international, non-profit organization dedicated to inspire girls of all ages and backgrounds to pursue STEM subjects – by introducing them to the world of science in fun and exciting ways! The organization has reached more than 47,000 children by holding more than 300 g4g events held on six of the world’s seven continents (including the US, India, Belgium, Russia, Nigeria, Australia, Mexico, etc.). Find more information at www.greenlightforgirls.org