

Dark, Dirty and Dangerous No More: Manufacturing Day Attempts to Dispel Linger- ing Perceptions

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PLANO, Texas (October 13, 2017) – “After you graduate, we would like you to go to work in a factory,” said no parents, ever. Dispelling the lingering perception that careers in manufacturing are dark, dirty and dangerous has been the mission of the National Manufacturing Association’s Manufacturing Day since 2012.

Manufacturing Day is a celebration of modern manufacturing meant to inspire the next generation of manufacturing professionals. It is celebrated the first Friday in October (this year October 6).

Companies and community organizations plan their events on that date or at other dates in October with the goal of introducing students, parents and educators to the wide range of careers in manufacturing.

“We need to change the perceptions of parents, teachers, counselors and the students themselves about careers in manufacturing,” said Leah Curry, president of Toyota Motor Manufacturing West Virginia (TMMWV) and member of the board of advisors of the Manufacturing Institute. “Manufacturing provides a wide range of stable, rewarding and enriching careers with some of the best companies in the country.”

This year all of Toyota’s U.S. manufacturing plants held Manufacturing Day events, including career fairs, robotics events, plant tours, parent nights and chamber of commerce events.