

★ Launch Your Career Real Life Rosies®

Empowering women to step into skilled trade careers.



Inspired by the iconic Rosie the Riveter — the cultural icon who symbolized the strength and capability of women stepping into industrial roles during World War II — the Real Life Rosies pre-apprenticeship program carries that legacy forward by opening doors for women in modern manufacturing. As New York State's first direct-entry training program created specifically for women, Real Life Rosies offers a no-cost, hands-on learning experience designed to build real-world skills and confidence.

Support for success:

- **No cost to participate.**
- **Help with clothing and work supplies.**
- **Guaranteed job interviews.**
- **Incentives available when participants reach milestones.**
- **Transportation and childcare available.**

What is pre-apprenticeship?

Pre-apprenticeship programs provide hands-on training, foundational skills, and support to prepare participants for careers in industries like manufacturing. They help remove barriers and build confidence for the next step — whether that's a Registered Apprenticeship or an entry-level job.



It was just the thing I needed to boost my self-confidence to further my career.

I gained so much — from soft skills and hands-on training with tools to understanding how robotics work. We toured a variety of facilities and saw firsthand the many sides of manufacturing. The program also helped with childcare and transportation, but most of all, it gave me a sense of confidence I never had before.

- Toni Aho, **Real Life Rosies** graduate



Get Started!

Looking for more information?

**Contact us at workforce@ceg.org
or 518.431.1491.**

*CEG does not discriminate against any applicant to the program because of race, creed, color, national origin, sex, age, disability, or marital status. Funding for the program is provided by a grant from Empire State Development.



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