



## Amazon Web Services Launches 'AWS Get IT' to Encourage More Girls to Consider a Career in Technology

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*New programme makes digital skills accessible to Year 8 students across the UK, introduces them to cloud computing, and inspires them to consider a career in technology*

London, UK – May 8, 2019 – Amazon Web Services (AWS), an Amazon.com company (NASDAQ:AMZN), today announced the launch of AWS Get IT. This new initiative is designed to introduce all Year 8 students (12-13 year olds) in the UK to cloud computing and digital skills and inspire more girls to consider a career in technology. The programme, developed together with award winning youth training organisation Future Foundations, will educate students on cloud computing technology and then invite them to create an application to solve a real-world issue faced by their school or community. AWS will shortlist 10 teams to present to an expert panel of judges at the AWS Summit London 2020, where a winning team will be selected. The most innovative application idea will be developed and maintained for the school by AWS. For more information visit, <https://aws.amazon.com/campaigns/aws-get-it/>.

As part of the AWS Get IT programme, students will attend digital skills bootcamps where they will learn about the different stages of developing software, including how to identify a target audience for their application, problem solving, brainstorming and research techniques, prototyping, and test and development. Students will spend time at AWS's offices learning about Amazon's working backwards approach to innovation, and get guidance from AWS and industry experts about application development. The students will also be introduced to female leaders within AWS and other organisations to show them the different types of career paths available in technology and learn about the positive impact that women are having on the industry.

"AWS Get IT is an initiative for young people to engage with technology and learn valuable new digital skills," said Andy Isherwood, Vice President and Managing Director, EMEA at AWS. "We want to make young people aware of the huge array of career opportunities available in the technology industry today, and show them they don't have to be deeply technical to have a successful career. AWS Get IT highlights the many aspects of our lives that technology touches, and will introduce young people to a multitude of career options."

"This programme is about much more than providing digital skills. It's about helping young people to fulfil their potential, and breaks down the stereotype that tech is a career best suited to men," said Lucy Moses, Head of AWS Get IT for Future Foundations. "AWS Get IT provides a strong foundation from which students can grow and learn and makes digital skills accessible to students across the country who may not have had the opportunity otherwise."

AWS Get IT is supported by AWS customers and partners such as Claranet and Just Eat, who will act as role models and support students in developing their application idea throughout the programme. This includes going into schools to introduce the AWS Get IT, spending time with students, hosting and mentoring students during bootcamps, and providing feedback and guidance on students' application ideas. The programme also introduces students to women at AWS and in other organisations who perform a variety of roles in technology to give them a sense of the variety of career paths open to them. Other organisations interested in pledging their support can find more details [here](#).

AWS Get IT is another example of how AWS is helping to equip young people with the knowledge and skills to take advantage of the job opportunities being driven by cloud computing. In 2016, AWS launched [AWS re:Start](#) to educate young adults as well as military veterans, reservists, and their spouses, on the latest software development and cloud computing technologies. Additionally, the company offers a number of training resources and programs such as [AWS Academy](#), [AWS Educate](#), [AWSome days](#), [AWS Tech Talks](#), and our [AWS Free Digital Training](#) platform to prepare anyone interested in a career in cloud for employment.

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