



Introducing: Project Build Minnesota

Project Build Minnesota is a state-wide construction workforce enhancement campaign that promotes a positive image of construction as a life-long career choice for young men and women of all ethnic backgrounds.

Project Build Minnesota is a movement, a vision and a vehicle to motivate our youth to learn more about the many benefits of pursuing a career in the building industry.

Project Build Minnesota was started in 2016 by a coalition of building industry professionals with a goal of using social media strategies to effectively spread the word about construction careers in Minnesota.

Project Build Minnesota represents all of the Minnesota construction and building industry. The movement is designed to foster career choice awareness across all lines of the residential and commercial building industry.

Today, work is focused on the ground-level fundraising efforts needed to launch the **Project Build Minnesota** movement to targeted audiences including youth, educators, career counselors, school administrators, parents, media and government officials. We pledge to work in harmony with all other construction workforce enhancement efforts underway in Minnesota.

In the coming weeks, you will be hearing more about how you can connect with **Project Build Minnesota**. Right now, fundraising, volunteering, speaking, and social media coordination are ways you can help accelerate the movement. Our initial three-year plan was crafted by a professional team of marketing, communications and brand-building experts.

We've launched a website at www.projectbuildmn.com which will provide additional information and progress reports on the movement.

Project Build Minnesota TBG Education Foundation
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