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**Contact: [Name]**

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**Recruiting More Women Can Help Home Building’s Labor Shortage**

**[City, State], [Month, Day] –** In recognition of Professional Women in Building (PWB) Week Sept. 12-16, members of the [HBA Name] PWB Council are calling for increased efforts to recruit women into the home building industry, in turn helping with efforts to combat the ongoing labor shortage.

According to analysis of U.S. Bureau of Labor Statistics data by economists at the National Association of Home Builders (NAHB), the number of women employed in the construction industry rose slightly last year to around 1.24 million, or 11% of the overall construction workforce. But many women are still involved in office and administrative positions in the field, with only 3.7% involved directly in the skilled trades, where workers are needed most.

While the construction labor shortage remains a key challenge, adding new workers is an important goal for the overall industry. Bringing additional women into the construction labor force represents a clear opportunity for the future.

[Insert quote from local PWB Council chair. Example, to be modified as needed: “One of our goals is to show more individuals, particularly young women, the many benefits of a career in the home building industry,” said [Name], [HBA Name] PWB Council chair. “We want to make sure we are doing everything we can to increase our recruitment efforts to every individual in our community.”]

“Creating an inclusive and diverse construction workforce remains a top priority for our industry,” said NAHB PWB Council Chair Terri Everhart, Builder Sales Representative at HomeSite Services Inc. in San Ramon, Calif. “Our council ensures a welcoming environment for every person who may be interested in home building. We have a collective responsibility to help build the future of our industry.”

[Add details on how your HBA or PWB Council plans to celebrate the week here.] Members of the [HBA name] will [insert any type of activities that will be held to celebrate PWB Week].

For more information, visit nahb.org/pwbweek or contact [same name as above]. Lowe’s Pro is the exclusive sponsor for PWB Week.

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[Add HBA boilerplate]