

Brilliant is Beautiful: Nonprofit Reinvented Inc. Releases 2021 Princesses with Power Tools Calendar

New 2021 Calendar Created by Young, Female Rocket Scientist to Inspire Young Girls to Pursue STEM Careers



Melbourne, Dec 2, 2020 ([Issuewire.com](https://www.issuewire.com)) - Princess calendars may be a tale as old as time, but the nonprofits Reinvented Inc. and Beauty and the Bolt are rewriting the narrative with its Princesses with Power Tools 2021 calendar, featuring 12 women who work in science, technology, engineering and math (STEM) dressed as popular princesses.

The calendar is based on one of Beauty and the Bolt's most popular hands-on, interactive programs: Princesses with Power Tools. The volunteer princesses have taught nearly 5,000 kids, most between the ages of five and 13, to use their first power tool, ranging from public school classrooms to the World Maker Faire.

The calendar depicts 12 inspiring women in STEM and the trades, each doing her work in a princess gown. This year's line up features four doctorates, eight [AAAS IF/THEN® Ambassadors](#), seven women of color, and one [TECHNOLOchica](#). Bios for all 12 of this year's princesses can be found on the [Princesses with Power Tools Calendar website](#). Calendars are on sale now for \$20 and can be purchased directly on Reinvented Magazine's website: <https://www.reinventedmagazine.com/princesses-with-powertools>

The goal, according to Reinvented Inc. Founder and full-time aerospace engineer Caeley Looney, is to show girls that they don't need to choose between being a princess and being a scientist or engineer. STEM fields and femininity are *not* mutually exclusive. "Growing up, I was told that in order to be an engineer, I had to 'look like an engineer.' I had to lose my sense of style and pieces of how I expressed my personality in order to fit in. But why? Children are shown that girls in STEM fields are tomboys, that princesses in STEM don't exist. We set out to change this," Caeley explains.

Knowing firsthand the setbacks women face when trying to enter STEM fields, Looney founded Reinvented Inc. and launched the nation's first-ever print magazine written for girls in STEM, Reinvented Magazine, in 2019. Their mission is to empower and inspire the next generation of young girls to pursue their passions in science and technology.

"When less than 28% of the STEM workforce is women or minorities, we know something needs to change. I hope that we are able to get these calendars into homes and classrooms all over the world, so girls know that they can do whatever they set their mind to," Looney says.

About Reinvented Inc.

Reinvented Inc., recently merging with Beauty and the Bolt, aims to empower and inspire the next generation of young girls to pursue their passions in STEM. Through the creation of Reinvented Magazine, they are able to bring professional, female role models in STEM into the homes of young girls all over the world.



Media Contact

Reinvented Inc. / Caeley Looney

caeley@reinventedmagazine.com

516-398-2035

PO Box 236155, Cocoa, FL 32923

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