



ABOUT THE GENERATION T MOVEMENT

Launched in April 2019, Generation T is a movement helping fill the skilled trades gap that analysts predict will leave three million jobs open by 2028. The projected shortage of jobs will impact American consumers by creating additional project delays and limit access to qualified contractors.

- The goal of Generation T is to shift the perception of the skilled trades among younger generations by demonstrating the economic mobility and career opportunities the trades provide.
- Last year Lowe's, alongside more than 60 organizations, launched the Generation T movement. Generation T partners include industry leaders like 3M, Timberland Pro, Samsung and Bosch and nonprofits like SkillsUSA.
- Generation T is building the future generation of skilled trades workers in America by connecting individuals to rewarding lucrative career opportunities.
- To learn more about Generation T, visit WeAreGenerationT.com.

LOWE'S COMMITMENT TO THE SKILLED TRADES

Lowe's believes that the skilled trades are an essential part of America's future, and because of that, the retailer is committed to building the next generation of skilled workers by introducing career pathways to students and young adults.

- Last fall, Lowe's and SkillsUSA teamed up to host the first-ever Generation T Bunk Build at Rose Bowl Stadium.
- This regional skilled trades community service project provided 300 students currently enrolled in SkillsUSA carpentry programs the opportunity to work with skilled carpenters and build 100 bunk beds for the nonprofit Sleep in Heavenly Peace, a volunteer organization dedicated to building, assembling and delivering beds to children and families in need.
- Lowe's also supports Track to the Trades, a program for its own associates interested in learning a skilled trade.
 - More than 1,500 Lowe's associates are enrolled in the Track to the Trades program to obtain their pre-apprenticeship certification in plumbing, HVAC, electrical, carpentry or appliance repair.
 - Lowe's helps facilitate job placements at the company or within its national network of contractors.

HOW GENERATION T BENEFITS PROS

The skilled trades have maintained the top position in job vacancies from 2010 to the present, according to the Manpower Group. Additionally, a recent survey by the National Association of Home Builders revealed that 69 percent of its members were already experiencing delays in completing projects on time due to a shortage of qualified workers.

- Through Generation T's website, interested candidates can learn about educational opportunities and prospective entry-level jobs in skilled trades, while professional contractors and small businesses can find and grow skilled trade talent.
- Pros can get involved by:
 - Signing the Generation T pledge to rebuild the skilled trades.
 - Sharing information about opportunities in the skilled trades.
 - Posting available jobs, programs, apprenticeships and training opportunities.

