

TRIBUTE

Few images are so important that they endure over generations due to their impact on our society. In the 1940s, long before the advent of Internet memes, Rosie the Riveter became a landmark image and part of our collective social consciousness that inspired a generation of women to reject the social norms and enter the workforce to support their country during World War II and themselves. Their achievements, during a time when the fate of the world was reliant on the Allies defeating the Axis powers, changed how women would forever be viewed in the workplace. The City of Philadelphia salutes and appreciates all of the Rosie the Riveters who took a giant step for women in the continuous fight for gender equality.

A national nonprofit organization, Thanks! Plain and Simple, formed in 2005 in Charleston, West Virginia to train enlisted veterans to manage projects that could grow and be used in many locations. On March 29, 2009, the Rosie the Riveter Project officially kicked off as the organization began interviewing "Rosies" who entered the workforce in World War II. This generation of women was inspired and immortalized by the famous illustrated image of Rosie who, while showing off her impressively strong arm, implored and encouraged millions of women to replace the void left in the workplace by the men who left their jobs in the factories and other locations to enlist in the military to fight overseas.

More than 120 of these women have been interviewed by the organization about their experiences during World War II making airplanes and ships, working on farms, serving in the government, and other necessary tasks that not only supported our country's economy and ability to help win the war, but pioneered women's employment. Their stories have been documented and shared by Thanks! Plain and Simple and are now part of a new national movement to ensure their legacy is preserved and remembered as a valuable contribution to our country in a great time of need.

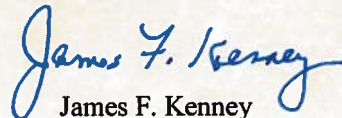
These women are true pioneers who made deep sacrifices for the greater good for our country. Many "Rosies" were young, and uprooted their lives from small towns to move to big cities to work in the factories. When the men returned home from the war, they pushed for more employment for women. Many of them continued to work, and expanded into new careers such as secretaries, teachers, and caring for wounded veterans. They also inspired their daughters to seek more for themselves.

On Monday, September 4, 2017, an international event titled Ring a Bell for Rosies will be held in many cities, including at Independence Mall in Philadelphia, to recognize these courageous and pioneering women. Thanks! Plain and Simple and the Philadelphia Commission for Women will host the special event to recognize the "Rosies" in Philadelphia and honor the contributions of women in various industries in our City to support the war efforts.

It is fitting and appropriate, therefore, that the City of Philadelphia officially recognize with this Tribute

RING A BELL FOR ROSIES

and urge everyone in Philadelphia to recognize the incredible achievements these "Rosies" made to not only our country's victory in World War II, but in setting a new standard for women in the workplace by breaking down stereotypes of what work women were capable of doing.



James F. Kenney
Mayor

September 4, 2017

