

## **Painting Contractors Association Announces Annual Giving Campaign to Grow PDCA Education Foundation**

*All funds raised will strengthen the current paint community and provide future generations of painters the vital tools they need to succeed*

**ST. LOUIS, MO (September 20, 2018)** - The Painting Contractors Association (PDCA) has partnered with TEACH Construction Initiative and the Benjamin Moore GIVING MOORE Foundation to promote the construction trades to youth and adults. In order to fund the development of these critical programs through the PDCA Education Foundation, the PDCA is kicking off the inaugural annual giving campaign.

The campaign kicks off this month and all funds raised will be used to actively promote painting as a career trade and strengthen the workforce in the industry. To better serve and educate the sizeable pool of potential painters, the PDCA is committed to offering new painters a no-cost, established curriculum that onboards directly into a viable career path.

“The PDCA is committed to providing our members with the most up-to-date training and industry news,” said Steve Skodak of the PDCA. “But we have heard that attracting and training new painters is one of the biggest challenges facing our membership. That’s why we have partnered with TEACH and Giving MOORE for this educational initiative where we can together address industry-wide recruiting issues, improve the onboarding of new talent, and establish a true curriculum for professional painters.”

The PDCA will be reaching out to existing members and community partners to help reach their fundraising goal with the intent of kicking off the new training program in 2019. All funds raised will strengthen the current construction trade community and provide future generations of painters the tools they need to succeed. Additionally, the PDCA will update and establish all-new industry best-practices to complete the full set of services available to members.

“Working with the TEACH Construction Initiative uniquely positions PDCA to bring our painting program to the educational market in the coming year,” says Skodak. “We will roll out a video-based basic painting instruction and onboarding series designed to help our members find, train and put to work, unskilled or inexperienced painters. We want to show tradesmen and potential painters that the construction trades lead to a viable and rewarding career path.”

Through these efforts, PDCA aims to place the same videos in every school and vocational college across the country and in Canada, free of charge. Current members will have full access to all training materials and will have the support they need to implement the updated best practices across their businesses.

To learn more or contribute, please visit: [www.PDCA.org/Education-Foundation](http://www.PDCA.org/Education-Foundation)

###

**About PDCA** Founded in 1884, the Painting and Decorating Contractors of America (PDCA) is a national trade association dedicated to the success of painting and decorating contractors through ethics, education, and excellence. PDCA is recognized and supported by many industry manufacturers and suppliers as the premier organization committed to helping professional painting and decorating contractors improve their business. PDCA is the only trade association dedicated to the success of painting and decorating contractors with nearly 2,000 contractor members in America and Canada.

**About PDCA Education Foundation** The Educational Foundation was established in 1984 to create a foundation that provides ongoing educational programs for contractors in the painting and wallcovering industry. The Foundation supports PDCA's Contractor College and Accreditation programs by providing funding for new classes, material and continuing contractor educational opportunities.

**About TEACH Construction Initiative** The TEACH Construction Initiative promotes the collaborative creation and national deployment of shared instructional content aimed to remove barriers faced by organizations delivering quality construction career training. Stakeholders are working together to address the labor needs of today while developing the workforce of tomorrow.

**About Benjamin Moore Giving MOORE** Benjamin Moore and the Benjamin Moore & Co. Foundation are committed to building sustainable communities through education programs teaching architecture; interior design; trade skills; science; technology and engineering.