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## **South Carolina ETV and The Pink Bus bring cybersecurity education to South Carolina students**

**COLUMBIA, S.C.** – South Carolina ETV (SCETV), in partnership with [Skillionaire Games](#) by skillsgapp and The Teneo Group, hosted The Pink Bus, a nationally touring mobile classroom dedicated to cybersecurity, for students across South Carolina. The initiative took place August 18, 25, 26, 28 and 29, and provided middle school, high school and career center students with an interactive, hands-on introduction to cybersecurity career pathways.

Through a call to action distributed via the South Carolina Department of Education's Career and Technology Education (CTE) network, SCETV received more than 70 requests from schools across the state to host the mobile experience. Ten locations were ultimately selected, including McBee High School, F.E. DuBose Career Center, Golden Strip Career Center, Daniel J. Morgan Technology Center, Spring Valley High School, Batesburg-Leesville High School, Applied Technology Center in Rock Hill, Chester County Career Center, Mid-Carolina Middle School and SCETV's Columbia station. Each stop welcomed groups of students eager to explore digital safety and the careers that support it.

Traveling 640 miles across the state, the bus tour engaged 484 students from 20 schools and 11 districts, representing both urban and rural counties, including six Title I schools. At each site, students rotated in small groups to experience Cyber Watchdog, a hands-on gamified learning tool created by Skillionaire Games and powered by SCETV, which introduced cybersecurity concepts and careers through interactive play. Representatives from SCETV, Skillionaire Games, and The Teneo Group guided the sessions, highlighted workforce opportunities and provided educational resources.

As part of its commitment to advancing workforce development, SCETV is introducing students to skills that can lead to future career opportunities through strategic partnerships, educational productions and digital storytelling. SCETV is one of ten public media stations selected to participate in [American Graduate: Jobs Explained](#), a national initiative that uses social media to connect young people with in-demand career pathways. Additionally, SCETV serves on the Coordinating Council for Workforce Development, sharing success stories and offering educational resources that support South Carolina's growing workforce.

The Pink Bus will return in October, with plans to engage additional South Carolina students in hands-on cybersecurity learning experiences. Further details will be announced in the coming weeks.

To learn more about Skillionaire Games and the partnership with the SC Skillionaire workforce initiative and access free educator resources, visit [KnowItAll.org](#).

### **QUOTES**

"Hosting The Pink Bus in communities across South Carolina underscored SCETV's role in preparing students for the workforce of tomorrow. By bringing cybersecurity education directly to schools, we supported Career and Technology Education programs while delivering trusted, impactful, and locally relevant content to the people of the Palmetto State." **–SCETV President and CEO Adrienne Fairwell**

"The Pink Bus created a unique environment where students could explore cybersecurity in ways that were both engaging and hands-on. Experiences like this spark curiosity, broaden awareness of career possibilities, and help educators connect students to the skills that will shape their futures." **–SCETV Chief Learning Officer Dr. Salandra Bowman**

"Our goal with Skillionaire Games is to make career exploration meaningful and fun. The Pink Bus allowed students to step into the world of cybersecurity, play games that build real-world skills, and begin to see



themselves in rewarding careers that are in demand right here in South Carolina.” –**skillsgapp CEO and founding partner Tina Zwolinski**

#### **FAST FACTS**

- SCETV, in partnership with Skillionaire Games by skillsgapp and The Teneo Group, hosted The Pink Bus for students across South Carolina.
- The Pink Bus is a nationally touring mobile classroom dedicated to cybersecurity.
- Ten locations were selected to host The Pink Bus – McBee High School, F.E. DuBose Career Center, Golden Strip Career Center, Daniel J. Morgan Technology Center, Spring Valley High School, Batesburg-Leesville High School, Applied Technology Center in Rock Hill, Chester County Career Center, Mid-Carolina Middle School and SCETV’s Columbia station.
- Traveling 640 miles across the state, the bus tour engaged 484 students across 20 schools and 11 districts, representing both urban and rural counties, including six Title I schools.
- At each site, students rotated in small groups to experience Cyber Watchdog, a hands-on gamified learning tool created by Skillionaire Games and powered by SCETV.

#### **About South Carolina ETV and Public Radio**

South Carolina ETV and Public Radio (SCETV) is the state's public educational broadcasting network. SCETV amplifies South Carolina voices, provides educational experiences and strengthens communities, while working toward creating a stronger, more connected and informed South Carolina. In addition to airing local programs, such as *The Know Show*, *Making It Grow*, and *This Week in South Carolina*, SCETV also presents multiple programs to regional and national audiences, including *Books By The River*, *After Action*, *Reconnecting Roots*, *Reel South*, *Downing of a Flag* and *Southern Songwriters with Patrick Davis*.

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