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## High School Students Use Virtual Reality to Step into the Boots of an Electrical Trade

(Albuquerque, NM) – Many high schools throughout New Mexico will be visited this year by the Be Pro Be Proud mobile workshop – a semi-truck filled with advanced simulation technology to introduce students to skilled trade professions. Students discover first-hand if skilled professions spark their interests as they dig, drive, connect and weld using the custom-developed, highly interactive virtual reality and augmented reality simulators.

A key feature in the mobile workshop is the PNM Electric Trade virtual reality simulator that guides local students toward skilled and stable trades jobs here in New Mexico. With the help of virtual reality, students learn about the responsibility of keeping the lights on and how a PNM electric trade position can provide a first step into a stable high-paying job.

Be Pro Be Proud is an initiative led by the New Mexico Department of Workforce Solutions and the New Mexico Center for Economic Opportunity, the charitable foundation of the New Mexico Chamber of Commerce. View the full statewide tour schedule at [beprobeproudnm.org/tour-schedule](http://beprobeproudnm.org/tour-schedule).

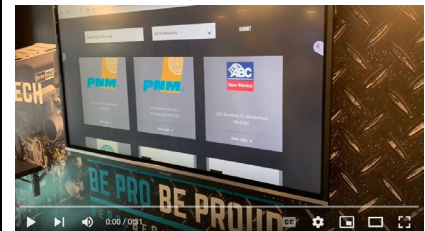
### Upcoming tours:

- March 12, Loving High School, Loving, NM
- March 18, Youngblood Worker/APS Apprenticeship Council, Berna Facio Professional Development Center, Abq., NM
- March 22, West Las Vegas High School, Las Vegas, NM

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### REPORTER TOOL KIT

#### Video / B-Roll



[Be Proud Be Pro visits Manzano High School in Albuquerque](#)

#### Quotes

**“We are passionate about creating opportunities for our local students to get a rewarding career right here in New Mexico,”** Don Tarry, president and chief executive officer of PNM.

#### Other

- [PNM invests \\$1M to support local students to pursue electric trade programs](#)

**About PNM** With headquarters in Albuquerque, PNM is the largest electricity provider in New Mexico, serving nearly 550,000 customers in dozens of communities across the state. PNM strives to create enduring value for customers, communities and shareholders built on a foundation of Environmental, Social and Governance Principles. At the core of our business, we are focused on our vision of creating a clean and bright energy future, our purpose of working together with our customers and community to serve their energy needs, and our values of safety, caring, and integrity. Visit [PNM.com](http://PNM.com) for more information.