

Geek Gorgeous Calendar Breaks Stereotypes and Proves that Smart is Sexy!

DENVER, CO (SEND2PRESS NEWSWIRE) – From a database developer wearing a top made of Ethernet cable to a software engineer serving up a platter of iPods at a fast-food restaurant, the Geek Gorgeous 2006 Wall Calendar breaks the “computer nerd” stereotype by showcasing women who work in the high-tech industry looking sexy, and having fun. Calendar producer Lilac Mohr, 26, who herself is a female software engineer and co-owner of three retail video-game stores, produced the Geek Gorgeous Calendar to show the world that “smart is sexy,” and that there are plenty of beautiful, intelligent, and interesting women in the fields of computers and engineering.

While the calendar showcases some women who work in traditional computer careers as technical support technicians, software engineers, or database developers, it also profiles women in careers such as photography, audio engineering, geography, and human factors engineering, who use computers extensively in their jobs (for example, the human factors engineer writes computer programs to conduct psychology experiments that test the subjects’ reliance in automated aids). The women in the calendar all responded to an online bulletin board ad looking for women in computers for a photography project.

The models are originally from various regions of the United States, as well as Argentina, Vietnam, Bulgaria, and Israel. The unique poster-size calendar includes two images of each brainy beauty, as well as a profile of each model’s technical expertise and thoughts on being “Geek Gorgeous.”

Lilac Mohr is passionate about encouraging young women to pursue careers in the computer industry. With technology rapidly becoming an integral part of our daily lives, she is puzzled as to why more girls are not interested in pursuing careers in computers. Lilac believes that girls are not afraid of the challenge of high-tech careers, but are repulsed by the ‘computer nerd’ stereotype, so she developed the Geek Gorgeous Calendar to show that great personalities, glamorous looks, and sex appeal are not only reserved for pop singers and movie stars.

Lilac realizes that the Geek Gorgeous Calendar would not be such a novelty if women were not a minority in high-tech careers. She hopes to raise enough money from calendar sales to start a scholarship fund for girls who want to study Computer Science in college.

For additional information or a sample copy, Contact: Lilac Mohr at info@geekgorgeous.com.

The calendar is available for sale online at www.geekgorgeous.com: where “smart is sexy.”

About Geek Gorgeous, LLC

The Geek Gorgeous 2006 Wall Calendar features real women in the fields of computers and engineering. The calendar aims to change people's perceptions of computer professionals and dissolve the computer-nerd stereotype.

For more information, visit our website at www.geekgorgeous.com

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