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Mike Rowe and “Dirty Jobs”



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“Dirty Jobs” aired on Discovery Channel
160 episodes, 2007-2012

mikeroweWORKS Foundation

$16M scholarships

- On a mission to close the skills gap
- Remove stereotypes of trades employment
- Redefine education and a good job
- Point young people to millions of available jobs

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Q: Why does Mike give a crap?

A: He is addicted to paved roads, working electricity, and flushing toilets…

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S. Skills (and)

W. Work

E. Ethic

A. Aren’t

T. Taboo

