



Media Release

IMMEDIATE RELEASE

June 20, 2008

“A Great Future in Prince George” to be Promoted at Local Job Fair

A large industry job fair will take place June 25th, focusing on jobs available to skilled local workers. An initial focus of this event was on opportunities outside of our city, and now a number of Prince George and area organizations have come together to supplement this event. It will showcase a variety of jobs within our community as well as information on other options available, such as business start up loans, education, and services to help bridge employment gaps.

Local businesses and community organizations are invited to join us in promoting opportunities in Prince George. Tables are available at no cost on a first-come, first-serve basis. Alternately job opportunities can be passed along through the community Recruitment and Retention Program booth.

Prince George is experiencing some employment changes due to recent layoffs in the forest industry. Initiatives Prince George President and CEO, Tim McEwan speaks to the resiliency of Prince George and its people – “We know that we will come out even stronger and more diversified. Until then those experiencing layoffs need to continue to make a living”.

For some time, a variety of groups have been working in the background to attract skilled workers to Prince George because of local need; many Prince George businesses need employees and have projected an increased need in the near future. Albert Koehler, President of the Prince George Chamber of Commerce says, “Despite changes in the forest industry, we are seeing more and more Prince George companies facing the challenge of labour shortages. This is an incredible opportunity to match a local labour pool with employers who could potentially transition skill sets”.

The skilled labour recruitment and retention program is a partnership between Initiatives Prince George and the Prince George Chamber of Commerce. The Government of Canada has contributed funding to this initiative. The program concentrates on ways to complement existing recruitment and retention activities of local organizations, while providing new and enhanced resources to promote Prince George career and lifestyle opportunities to skilled workers.

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Media Contact

Christie Ray, Project Manager Recruitment & Retention Program (250) 649-3204