



Press Release

FOR IMMEDIATE RELEASE
Wednesday, October 4, 2006

TOOLS [TH]AT WORK PROMOTING THE SKILLED TRADES ON AIR

DRYDEN-Adult Education and Training, a division of Crescive Corporation together with NOR-COM Cable have put together a TV segment addressing the Skilled Trades option in high schools within the Keewatin Patricia District School Board. Interviewees include: Janet Wilkinson, Director of Education-KPDSB; Dan McNeill, General Manager, Crescive Corporation; Cyndi Cossais, Manager, Operations Crescive Corporation and board member of the provincial Ontario Youth Apprenticeship Program (OYAP) committee; and Dave Ashbourne of George Solomon and Sons, a local employer who has participated regularly in the OYAP program and recognized as a champion employer.

The 30 minute feature discusses how the trades are being promoted in the region's high schools, how students can get involved while still in high school and how local employers are playing an important role in this career option. The show is the first in what plans to be a series of shows addressing the topic of Skilled Trades as a viable career option for the region's youth.

The show will be aired on Kenora's CJTV Tuesday, October 10th and Friday, October 13th at 10:00 pm. Again, Saturday, October 14th at 6:00 pm and Sunday, October 15th at 6:30am on channel 4 in Red Lake, Sioux Lookout and Kenora, and at the same time on Bell Expressvu channel 224 and nationwide on Starchoice channel 320.

This initiative is part of the Tools [th]at Work campaign, administered through Adult Education and Training, that markets the skilled trades through programs such as Ontario Youth Apprenticeship Program, Coop, Hire Education and Passport to Prosperity.

Recent statistics show that 44% of the job market demand is in the skilled trades. Traditionally, the majority of jobs in Northwestern Ontario have been in the trades sector. Coupled with the fact that a generation of laborers is retiring, the demand is reaching a critical level.

Statistics also show that 65% of students do not pursue a post secondary education. Deciding whether to go direct to work, college, university, upon completion of high school, is no easy task. Not to mention, the number of career options and choice of destination is more often influenced by students' interests and strengths. Family and peer support as well as financial support also play an important role.

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**TOOLS
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