



**FOR IMMEDIATE RELEASE**

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**The Power of Investing in Youth Employment Business Breakfast Event**

Drayton Valley, Alberta, March 23, 2015 – The second 2015 Employee Attraction and Retention Network (EARN) Business Breakfast is April 16, at 7:15am at the MacKenzie Conference Centre. The theme for the event is the Power of Investing in Youth Employment.

The purpose of the event is to educate and connect businesses with youth employment and apprenticeship programs, mainly the Registered Apprenticeship Program and CAREERS: The Next Generation.

“Brazeau County and area faces many unique labour challenges in comparison with the rest of the Province and even nationally,” says Economic Development Coordinator, Evelyn Jambrosic. “The power of investing in youth employment for your business is two-fold: young workers are able to gain employment and much-needed experience and employers are able to address labour shortages and complement existing teams.”

The keynote speaker of the event is Eric Newell, Retired CEO of Syncrude Canada and current Board Chair of CAREERS: The Next Generation. Mr. Newell is speaking on the three wins of youth employment: employer, student and community.

Additionally, attendees will hear from two local high school Principals and a handful of past students who have successfully graduated through each program. There will also be a representative from a participating local business, Option Industries.

The cost of the event is \$20 per person, breakfast is included. For complete program details, bios and additional information visit [www.brazeau.ab.ca](http://www.brazeau.ab.ca) or call Evelyn Jambrosic at 780-542-7777. To register, email: [ejambrosic@brazeau.ab.ca](mailto:ejambrosic@brazeau.ab.ca) by April 10.