



**PRESS RELEASE**  
For immediate release

## **15 Graduates with Enhanced Skills Ready to Work in the Tourism Industry**

(Saint John, October 7, 2011) The Tourism Industry Association of New Brunswick (TIANB) is pleased to announce the graduation of its most recent participants from the *Ready-to-Work* Tourism Career Program. October 7th marks the completion date of a very successful program. As a result, 15 newly trained and eager potential employees are now prepared for a career in tourism.

Tourism is the fastest growing, most sustainable industry in the province, yet a shortage of skilled labour is presenting a serious challenge for many businesses. Very successful programs have been completed in various regions throughout the province including Fredericton, Moncton, Saint John, Tracadie-Sheila, Woodstock, Edmundston and Miramichi allowing trained potential employees to improve their skills in advance of entering or re-entering the workforce. Over 60% of those skilled workers now have careers in the tourism industry.

The *Ready-to-Work* program coordinated by TIANB is delivered free to participants. It is a nationally recognized skills development program integrating internationally acclaimed *emerit* curriculum designed to assist the unemployed with their transition into the workforce and to help those who are interested in a career in tourism to get started. Participants graduate from the *Ready-to-Work* Program armed with eight provincial and national certifications including SuperHost, Food Safety training, Responsible Beverage, Workplace Etiquette, First Aid and CPR and have also successfully completed a nationally recognized skills assessment exam.

TIANB delivers this program with the support of partners such as CTHRC (Canadian Tourism Human Resource Council) and the Department of Post-Secondary Education, Training and Labour. Local industry partners provide important support for this program through giving their time, providing site visits and performing in-class presentations. Eastern College, Best Western Saint John, Fundy Trail Parkway, Go Fundy Events, Delta Brunswick, Freedom Tours, Saint John Airport and Horse Racing New Brunswick have all contributed to and celebrate the accomplishments of the RTW graduates.

*The Tourism Industry Association of New Brunswick acts as the provincial tourism and hospitality organization of the province, existing to fulfill the needs of its membership, in cooperation with both private and public sector partners. As a representative and industry driven organization, the Association provides leadership and direction, aiming towards making tourism and hospitality the leading and most viably sustainable industry in New Brunswick.*

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### **For more information:**

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