

## **Ready to Work Program gets results...and jobs!**

(Tracadie-Sheila) The Tourism Industry Association of NB (TIANB) is running a transferable skills program to prepare people for employment in the tourism industry with a 3 week training program called Ready to Work. This program has seen some incredible success over the past several years. The program is designed to prepare those who are unemployed or underemployed for a career in the tourism industry. TIANB has 16 individuals enrolled in the program in Tracadie-Sheila, many of whom have an employment opportunity waiting for them in the spring.

“This is a wonderful program that connects people who want to work and learn with employers who want professionally trained and skilled people for their businesses.” Says Joanne Bérubé-Gagné, President of TIANB. “We have worked hard to deliver this program which inevitably creates an experience that is rewarding for the participants and is very beneficial for the employers.” Continued Bérubé-Gagné.

The Ready to Work program has been offered for many years in various locations in both official languages throughout New Brunswick. Currently there are plans to deliver another seven sessions through March 2012 beginning in Fredericton in the spring of 2011. This program helps employers with recruitment in order to meet the demand for skilled labour in the tourism industry of NB. The Ready to Work program will run in Tracadie-Sheila from February 14 to March 4.

*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.*

- 30 -

### **For more information:**

Joanne Bérubé-Gagné  
President of TIANB  
Executive Director  
Office du tourisme Edmundston Madawaska  
Tel.: (506) 737-1850  
Cell.: (506) 733-1604

Réal Robichaud  
Executive Director  
Tourism Industry Association  
of New Brunswick (TIANB)  
Tel.: (506) 458-5646  
Cell.: (506) 461-3721