



PRESS RELEASE

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5 New Graduates Eager and Ready to Work in the Tourism Industry

Fredericton, February 13th, 2009 — The Tourism Industry Association of New Brunswick (TIANB) is pleased to announce the graduation of its most recent participants of the *Ready-to-Work* Tourism Career Program. February 13th marks the completion date of a very successful program in Dieppe with 5 new eager and trained potential employees.

Tourism is the fastest growing, most sustainable industry in the province, and a shortage of skilled labour is an ongoing challenge. Since 2008, twelve very positive programs were completed throughout the province, allowing 151 trained potential employees to prepare to enter the workforce. Since then, over 60% of them have begun exciting careers in the tourism industry.

The *Ready-to-Work* program, delivered free to participants by TIANB, is a three-week national skills internship program that is designed to assist unemployed people with the transition into the work force or to help individuals interested in a career change. Participants come out of the *Ready-to-Work* Program armed with 6 certifications, including *SuperHost* and *Mature Consumer*, 2 well-known **customer service** training programs, as well as **First Aid** and **CPR**. They also have successfully completed a nationally recognized tourism skills assessment exam.

TIANB is grateful to have the support of partners such as CTHRC (Canadian Tourism Human Resource Council) and the Department of Post-Secondary Education, Training and Labour for the delivery of this dynamic and vital program. As well, we wish to recognize the local partners who provided their time and support through site visits and in-class presentations: Coastal Inn Dieppe, Crowne Plaza Moncton, Moncton Tourism, Roads to Sea Guided Tours and St. John Ambulance.

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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