



PRESS RELEASE
For immediate release

Tourism Industry Association of New Brunswick Announces new Tourism Career program in Saint John

Fredericton, Feb 15, 2010 — The Tourism Industry Association of New Brunswick (TIANB) is pleased to announce the *Ready-to-Work* Tourism Career Program beginning today, February 15, 2010, in Saint John. This program launches the next phase of successful programming directed at preparing New Brunswickers to enter into the tourism industry.

Tourism is the fastest growing, most sustainable industry in the province. With seven very positive programs already completed since January of 2009, in regions including Fredericton, Moncton, St. Isidore, and Saint John, 72 new, eager and trained potential employees have been prepared to enter the workforce so far this year. Each of the potential new employees have graduated from the *Ready-to-Work* Program armed with 6 certificates, including Super Host, First Aid and CPR, and have successfully completed nationally recognized tourism skills assessment qualifications.

The *Ready-to-Work* program, delivered free to participants, is a national skills program designed to assist those who are unemployed with the transition into the work force and to help those individuals who are interested in a career change. Participants gain the knowledge, attitude, and skills needed for the job market. The core of the program is based on nationally certified industry qualifications. Topics include professionalism, communication, teamwork, customer service, entrepreneurship, organizational management and job search skills, all offered through classroom and industry based activity training. Over 60% of 2008 *Ready-to-Work* graduates have already found employment.

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.

The Tourism Industry Association of New Brunswick is committed to be a representative, industry driven organization which provides leadership and direction, making tourism and hospitality the leading and most viably sustainable industry in New Brunswick.

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