



PRESS RELEASE
For immediate release

Tourism Industry Association of New Brunswick Announces latest *Ready-To-Work* program in Moncton

Moncton, October 19, 2009 — The Tourism Industry Association of New Brunswick (TIANB) is pleased to announce the most recent offering of the *Ready-to-Work* Tourism Career Program in Moncton. This program begins on October 19 and will run until November 28 at the Moncton YMCA.

Tourism is the fastest growing, most sustainable industry in the province. With six very positive programs already completed since January, including a pilot project specifically designed for New Canadians, 60 new eager and trained potential employees have been prepared to enter the workforce so far this year. Each of the potential new employees have come out of the *Ready-to-Work* Program armed with 7 provincial and national certificates, such as Food Safe, First Aid, CPR and have successfully completed a nationally recognized tourism skills assessment qualification.

The *Ready-to-Work* program, delivered free to participants, is a national skills program that is 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 practices and job search skills, all offered through classroom and industry based activity training. Over 75% of *Ready-to-Work* graduates since October 2008 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 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 -

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