



**PRESS RELEASE**  
For immediate release

## **Tourism Industry Association of New Brunswick Announces newest *Ready-To-Work* program in Saint John**

**Fredericton, September 17, 2009** – The Tourism Industry Association of New Brunswick (TIANB) is pleased to announce that the most recent offering of the *Ready-to-Work* Tourism Career Program is currently underway in Saint John. This program began on September 14 with a record number of 17 participants registered.

Tourism is the fastest growing, most sustainable industry in the province. With five very positive programs already completed since January, including a pilot project specifically designed for New Canadians, 47 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 SuperHost, Food Safe, Responsible Beverage, 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 three-week 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 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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