

## **13 New Graduates Eager and Ready to Work in the Tourism Industry**

**Fredericton, September 4, 2009** - The Tourism Industry Association of New Brunswick (TIANB) is pleased to announce the graduation of its most recent participants from the *Ready-to-Work* Tourism Career Program. September 4<sup>th</sup> marks the completion date of a very successful pilot of the Canadian Workplace Essentials program which was integrated into the Ready-to-Work program specifically for the Multicultural Association of Fredericton and has prepared 13 newly trained and eager potential employees for a career in tourism.

Tourism is the fastest growing, most sustainable industry in the province, yet still a shortage of skilled labour is an ongoing challenge. So far in 2009, five very positive programs have been completed in Fredericton, Moncton, and St. Isidore allowing 47 trained potential employees to enhance their skills before entering the workforce. Since January, over 50% have begun work in exciting careers in the tourism industry.

The *Ready-to-Work* program, delivered free to participants by TIANB, is a Nationally recognized skills development program that is designed to assist the unemployed with their transition into the work force and to help individuals interested in a career change. Participants graduate from the *Ready-to-Work* Program armed with six certifications, including well-known international customer service training programs *SuperHost*, Food Safe, Responsible Beverage, Organizational Practices, *emerit* tourism essentials, as well as *First Aid* and *CPR*. They have also 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: the Beaverbrook Art Gallery, City of Fredericton Convention Centre, Crowne Plaza Lord Beaverbrook Hotel, and Enterprise Fredericton.

*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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