



GROWTH Alberta
Your Business. Our Future.

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5306 - 49 Street, Barrhead, AB T7N 1N5

For Immediate Release

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Creating a NEW Regional Employment Directory

BARRHEAD, Alberta, May 10, 2010– GROWTH Alberta, with support from Alberta Employment and Immigration, has undertaken a new labour market research project that will create detailed profiles of every employer in the GROWTH Alberta region. On-the-ground researchers have started employer interviews in Swan Hills and Barrhead, and will fan out to other communities in the region in the next year.

Research will be compiled into the **Finding Work Series** – a collection of employer, occupational, and industry profiles to connect job-seekers with jobs in the GROWTH Alberta region. Employers in and near Swan Hills, Fort Assiniboine, Barrhead, Westlock and Thorhild will be surveyed in order to create free, personalized, online employer profiles.

When complete, the new information series will contain information in three types of profiles.

“Finding Work at...” profiles are designed to inform the public about the job opportunities available at specific employers in the region. The profiles use pictures, company background and industry information to help potential employees make educated decisions about what their future can look like with a particular business.

“Finding Work as...” profiles compile information from various employers to describe the careers available in the region. For example, “Finding Work as a Welder” would help potential employees learn about the unique working conditions that can be expected by welders working in the region. Each career profile will also include a listing of specific employers who provide employment in that career within the GROWTH Alberta region.

Finally, “Finding Work in...” profiles take both employer and career information to showcase the industries that offer employment in the region. These industry level profiles will include advice on building a career in a specific industry.

GROWTH Alberta aims to have the completed Finding Work Series online and available to the public by the summer of 2011. When complete, the information will serve as a tool for both employers and resource agencies to ensure that the region is training and attracting the right people to fill our employment needs.

Employers who have not yet been contacted are encouraged to contact GROWTH Alberta to participate in this new regional initiative.



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About GROWTH Alberta

The Grizzly Regional Economic Alliance Society (GROWTH Alberta) is a Regional Economic Development Alliance (REDA) consisting of eight municipalities, two school boards, and four support agencies in North Central Alberta. GROWTH Alberta was established in 2001 and incorporated as a not for profit society in September 2002 to provide economic development support and promotion for its member communities. GROWTH Alberta works in partnership with its members, their local businesses, and the provincial government to address the economic challenges that face the region.

More at www.growthalberta.com

About Regional Economic Development Alliances

Alberta's Regional Economic Development Alliances (REDAs) developed out of a need to stimulate long-term economic development and growth strategies in Alberta's rural and urban communities.

Each of the thirteen REDAs in Alberta is a strong partnership of communities and other supporting stakeholders that undertakes various initiatives to enable sustainable economic development for their respective regions.

More at www.albertacanada.com/regionaldev

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