

Monday, January 16, 2012

For immediate release

It's Back! HIEC's \$25,000 Community Challenge In support of Men and Women as Career Coaches

The Halton Industry Education Council (HIEC) is reaching out to community partners who are passionate about mentorship and believe in supporting our youth to make informed career decisions. In order to foster a culture of mentorship in Halton, HIEC needs your help to raise \$25,000 for our **Men as Career Coaches (MACC)** and **Women as Career Coaches (WACC)** events, which provide valuable intergenerational mentorship opportunities to high school students in our community.

Young people need access to adult role models who are willing to share their career pathways, encourage positive self-esteem and promote the goals and dreams of youth. To address these needs, MACC and WACC foster new levels of mentorship, as adult role models engage with youth to help them become informed about opportunities available in the world of work. The events also introduce students to a variety of dynamic speakers that further emphasize the theme of finding your career passion.

These events have demonstrated an everlasting impact on students, as we now see past student attendees return to the events as career coaches. "Women as Career Coaches changed my life and took me in a whole new direction," said one student who attended WACC. "I met lots of women who were very encouraging and positive. Attending this event helped me to pursue my goals and achieve my dreams."

To make sure these great opportunities continue to be available to Halton's youth, HIEC is putting the call out to join our Community Challenge and contribute to one or both events. Sponsorship or donating is easy! There are many sponsorship levels available, starting from just \$25. These programs rely on financial support from community members and businesses that are passionate about the power of mentorship.

As these events grow and evolve, sustainability and community ownership become important considerations. Your support will help us manage the costs of these valuable opportunities. For more information, please contact Michelle Marino, Events Lead at (905) 634-2575 ext. 30. Attendees can also donate as part of the registration process.

This year's MACC event is taking place on Thursday, February 23, 2012, with WACC following on Thursday, March 29, 2012 at the Burlington Convention Centre. Both events are free to attend and include a buffet dinner. To learn more and register visit www.hiec.on.ca.

About HIEC

Established November 17, 1989, as a not-for-profit organization, HIEC is a joint venture among industry, education and community partners in the Halton Region. At HIEC, our goal is to enhance career education and create the best opportunities for youth. For over 22 years, HIEC has brought business and education together with the determined vision of 'Inspiring Informed Career Decisions' in Halton.

HIEC has delivered career education programs to more than 100,000 students in Halton and has four websites. To learn more please visit, www.hiec.on.ca, www.schooltocareer.ca, www.apprenticesearch.com and www.EmployerRegistry.ca. HIEC is provincially recognized for its wide-reaching, informative career education programs, innovative career resource centre, and our overall commitment to helping young people make successful transitions from school to career.

Like us on Facebook and follow us on Twitter @HaltonIEC by visiting HIEC's homepage at www.hiec.on.ca and clicking on the media link!

Media Contact