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For Immediate Release

'MEN AS CAREER COACHES' BRINGS MENTORSHIP TO HALTON AND HELPS INSPIRE INFORMED CAREER DECISIONS

HALTON, ON – Finding your passion – in your career and in life -- was the key message of the second annual **Men as Career Coaches** event, held on Thursday, February 24, 2011. An audience of over 350 men – made up of adult career coaches and high school students -- took part in the intergenerational mentoring event, organized by the Halton Industry Education Council (HIEC), that focuses on the belief that young men 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.

The event took place at the Burlington Convention Centre and welcomed attendees from across Halton Region and beyond. The program was capped off by keynote speaker Sean Aiken, author of *The One-Week Job Project*. After graduating from college and being unable to find a career that satisfied him, Sean traveled across North America experiencing 52 jobs in 52 weeks. He has since published a book about his experiences and released a full-length documentary

"Sean Aiken was inspirational, interesting and funny," said one student attendee. "His presentation taught me to never give up on my dreams."

The informal and dynamic event offered both male high school students and adult men the opportunity to listen to many interesting and diverse speakers. In addition to Sean, the night's Spotlight Speaker line-up included: **John Peller**, President and CEO of Andrew Peller Ltd.; **Ryan Porter**, Motivational Speaker and Entrepreneur; **Sandy Beveridge**, ex-Hamilton Tiger Cats player turned firefighter; and **Kevin September**, Founder of opinionvision.tv. A series of video montages helped set the tone for the evening, showcasing a wide spectrum of superheroes and everyday heroes that inspire the hero within – the event's theme.

"What I did not expect was the impact the evening would have on me. I anticipated that I would be a part of an experience providing inspiration and guidance to young men, which it was. However, I felt that I gained as much inspiration and guidance from it myself," said one career coach. "It not only inspired me to continue what I am doing, but I feel validated with my decisions."

Attendees also took part in table discussions about career paths, personal heroes and life lessons. The evening came to a close with the help of keynote speaker Sean Aiken. His message of always trying new things and never giving up inspired each attendee. "No matter what you want to do, you can do it," said one student attendee. "But you have to want it and never give up – no matter how hard the obstacles are."

HIEC would like to thank the many sponsors and supporters of MACC, including keynote sponsor Passport to Prosperity. Without the generosity and support from all of the sponsors, MACC would have never been able to inspire so many students and adults in the Halton community.

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 21 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 five websites. To learn more please visit, www.hiec.on.ca, www.schooltocareer.ca, www.apprenticesearch.com, www.futureforcehalton.ca 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.



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