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For immediate release

Be a mentor. Share your story. HIEC's Women and Men as Career Coaches events

HALTON – Would you have benefited from a mentor when you were in high school? If so, the Halton Industry Education Council (HIEC) invites you to take part in an opportunity to be a mentor and share your story at this year's **Women as Career Coaches (WACC)** and **Men as Career Coaches (MACC)** intergenerational mentorship events.

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, the WACC and MACC events 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 continue to demonstrate a positive and lasting impact on students, with past student attendees even returning to the events as career coaches once they've begun their career journey.

"Women as Career Coaches taught me to never stop following my dreams and try my best," said one student attendee. "I met a lot of interesting women who were very encouraging and positive. Attending this event helped me to follow my dreams and to not be afraid of going after my goals!"

To make sure these great opportunities continue to be available to Halton's youth, HIEC is putting the call out to participate in our \$30,000 Community Challenge. Sponsorship or donating to one or both of these events is easy, with many sponsorship levels available -- starting from just \$30.

These programs rely on financial support from community members and businesses that are passionate about the power of mentorship. Your support will help us manage the costs of these valuable opportunities. For more information, please contact Michelle Marino, HIEC Events Lead, at (905) 634-2575 ext. 30. Attendees can also donate as part of the registration process.

This year's WACC event is taking place on Wednesday, March 27, 2013, with MACC following on Thursday, April 18, 2013 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 23 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.

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