



For Immediate Release

Choose Fredericton Creates Connectivity Between Students and Business Community to Facilitate Talent Retention

October 2, 2013 - Fredericton, NB) - In response to the business community concerns with respect to current and projected skill shortages, Choose Fredericton is aimed at creating connectivity between post-secondary students and local businesses/employers, as well as the community at-large. The current and pending skills crisis is also the number one priority of the Canadian Chamber of Commerce.

Choose Fredericton was held on this date at the J. Richard Currie Center from 4:00 to 7:00 pm. The event facilitated an opportunity for students from six educational institutions to network and obtain information about local, current and future career opportunities in a comfortable, social setting, as well as network with other young professionals, who have established careers here.

The event was divided into five strategic zones with 65 participating exhibitors as follows: Employers – to educate about local career opportunities; Startup City - to promote entrepreneurship as a career path; Community - to give students information about all there is to see and do in Fredericton; and International Students - to provide foreign students with available program information/resources to remain in Fredericton post-graduation. The event also featured ‘connectors’ to help facilitate connections in the Networking Zone between the students and employers. The connectors included members of the Fredericton Region Young Professionals and Entrepreneurs (FRYPE) network, and members of the Chamber’s Economic Development Committee and Board of Directors. The students were also incented with prizes to interact and network using a ‘Career Passport’; and to ‘Dress for Success’.

Choose Fredericton is a joint effort among the Fredericton Chamber of Commerce, the City of Fredericton, Enterprise Fredericton, Provincial Department of Post-Secondary Education, Training & Labour, University of New Brunswick, St. Thomas University, New Brunswick Community College, Eastern College, the Centre for Arts & Technology, Atlantic Business College, Fredericton Region Young Professionals and Entrepreneurs (FRYPE), and private industry.

With more than 900 members, the Fredericton Chamber of Commerce is one of Atlantic Canada's largest chambers of commerce. A dynamic business organization, the Fredericton Chamber of Commerce is actively engaged in policy development that affects the competitiveness of our members and of the Canadian business environment.

- 30 -

Media Contact: Morgan Peters, Fredericton Chamber of Commerce, 458-8006,
advocacy@frederictonchamber.ca, @ChooseFred, <http://choosefredericton.eventbrite.ca/>



St. Thomas University

