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Hampton Roads' Workforce Development Network

FOR IMMEDIATE RELEASE

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CRITICAL NEED FOR HEALTHCARE PROFESSIONALS PROMPTS PROACTIVE COLLABORATION

*Opportunity Inc.'s Healthcare Industry Cluster Partners with Tech Prep and WTKR
Channel 3 to Hold a Health Careers Day*

Hampton Roads, VA (July 9, 2003)—On Tuesday, July 15, 2003 Opportunity Inc.'s Healthcare Industry Cluster will hold a Health Careers Day. Forty high school guidance counselors will attend the half-day event, which will be held at WTKR's Studio Auditorium from 8:00 am until 1:30 pm. Health Careers Day, sponsored by area hospitals and the Tech Prep Program, aims to educate counselors on the tremendous need for healthcare workers, while exposing them to the variety of occupations and benefits a career in health can offer. The counselors can then in turn share this information with their students.

Health Careers Day is part of larger awareness campaign intent on informing local schools of the benefits of Tech Prep Programs. The group of 40 guidance counselors will be transported via bus on three successive days, July 14, 15 and 16, to visit businesses that feature jobs and training opportunities in such industries as business and information technology, health sciences, and engineering and industrial technology.

In order to maintain the momentum of Health Careers Day, Opportunity Inc.'s Healthcare Industry Cluster has sponsored the production of a brochure that highlights the benefits of a career in healthcare, as well as outlines how a young person can get started in becoming a healthcare professional. Additionally, WTKR Channel 3 in partnering with

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Opportunity Inc. has produced a 15 minute video highlighting health careers. Both the brochure and the video will be distributed to the guidance counselors to be used as a tool when working with their students.

Opportunity Inc. Industry Clusters are the result of joining forces with local employers in order to address the immediate and long-term workforce issues that impact key industries in the region. These Industry Clusters are industry/employer driven and examine a variety of topics, including skills requirements, career paths, training for emerging, incumbent and/or expanding workforces and employee attraction/retention.

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About Opportunity Inc.

Opportunity Inc. is a local governmental agency that serves as an umbrella organization for the Hampton Roads Workforce Development Network. Its programs are designed to strengthen relationships between employers, training providers and employees which, in turn, will raise per capita income, keep qualified workers in the region and attract new businesses to the area.