

## **MEDIA ALERT**

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**Pittsburgh, Pennsylvania – November 22, 2011**

[FOR IMMEDIATE RELEASE]

### **YouthWorks celebrates successful collaboration with community partners to prepare vulnerable youth for Pittsburgh's future jobs.**

Looking for some good news to report during one of the most challenging times for youth as they consider future careers and work? One Pittsburgh youth workforce development organization has something to celebrate! YouthWorks, Inc., in collaboration with schools and community partners, prepares vulnerable youth to be successful in identifying careers and preparing for the workplace.

The success of this collaboration will be celebrated at the upcoming Youth at Work event. And, to help us prove our point that the potential of every child is critical to the health of this region, we're pleased to have New York Times bestselling author Wes Moore as our speaker.



#### ***An Evening with Wes Moore***

Thursday, December 15, 2011

5:30 PM Reception

6:30 – 8:00 PM Program

Herberman Conference Center

Open to the public – adult ticket price: \$40

Youth by invitation only.

#### **Program –**

- Youth at Work will spotlight six youth who successfully completed a comprehensive career development and work readiness program and are now able to align their dreams of work with the future needs of the region.
- This event will also spotlight the partnering employers who are providing these youth with critical on-the-job experience through this innovative YouthWorks program.
- Wes Moore will then share his personal story of how influences in childhood tipped his destiny in the right direction at the same time that another young man with the same name and from the same community ended up in jail for murder. He writes about this compelling story in the *New York Times* bestselling book, *The Other Wes Moore*. Moore is a living example of how programs like YouthWorks can tip the destiny of a young person onto a positive path in life.

**Media** – please plan to attend so you can tell the community about a positive story of youth development and employment. For your story – YouthWorks can provide/arrange:

- Vignettes of participating young people
- Interviews with youth, community partners and youth workforce development experts
- Photo opportunities with youth and community partners
- Interview and photo opportunities with Wes Moore; more details about Moore can be found at [www.youthworksinc.org](http://www.youthworksinc.org); click on the Youth at Work icon



Developing Tomorrow's Workforce Today.

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## Sponsors

Wes Moore's appearance underwritten by Pathfinders Sponsors:

- **BNY Mellon**
- The POISE Foundation
- Housing Authority City of Pittsburgh
- PittOHIO

Location made available by UPMC Center for Inclusion

**Event Chair** – Debra Valentine-Gray, member of YouthWorks Board of Directors and Director of Regional Advancement, Indiana University of Pittsburgh

## About the Value of Providing Employment Opportunities for Youth

Research informs us that high unemployment among youth, particularly for low-income minority youth, can lead to involvement in unproductive activities and has a negative impact on future earnings. Exposure to job readiness training, work and career exploration during high school has the potential to change the course of their lives and improve long-term employment prospects and earnings for these at-risk youth.

## About YouthWorks, Inc.

YouthWorks is a key advocate in the Greater Pittsburgh region for the employment and career training needs of youth. Since it's founding in 1994, YouthWorks has served over 22,000 youth, providing them with critical career building experiences such as work readiness training, internships and employment and career exploration. YouthWorks also funds community based organizations to hire youth and provides training and professional development for youth serving agencies. [www.youthworksinc.org](http://www.youthworksinc.org).

## For more information, please contact:

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A complete media kit can be downloaded at: [www.youthworksinc.org](http://www.youthworksinc.org) – In the News section.

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