

FOR IMMEDIATE RELEASE

Tuesday, November 18, 2014

Humour In Advertising Campaign...Used To Lure Candidates To The Technical And Skilled Trades Career Fair

Windsor-Essex County, Ontario - Tuesday, November 18, 2014 – At a media conference today Sandra Papatello, CEO of the WindsorEssex Economic Development Corporation laid out plans for an upcoming **Technical & Skilled Trades Career Fair** created for Winsor-Essex manufacturers to assist with their growing demand for positions in technical and skilled trades. The **Technical and Skilled Trades Career Fair** will be held at Caesars Windsor on Saturday, December 6, 2014 from 9am to 6pm.

An aggressive and integrated advertising and media campaign has been launched with radio commercials, edgy print ads and on-line advertising. These messages will be seen and heard locally and outside our borders, throughout Southern Ontario, parts of Northern Ontario and in Fort McMurray, Swan Hills and Red Deer Alberta. The ads being used to attract potential candidates were also presented at today's media conference.

"We're hoping the tongue-and-cheek advertising campaign lures candidates to come to our Technical and Skilled Trades Career Fair and fill much needed skilled trade jobs," said Sandra Papatello, CEO WindsorEssex Economic Development Corporation.

Potential candidates will have the opportunity to meet one-on-one with companies offering permanent and full-time jobs in Windsor-Essex. There are 18 manufacturing companies participating at this time and over 150 permanent and full-time jobs available within the technical and skilled trades field.

Windsor-Essex manufacturers wanting to participate must have permanent and full-time positions available and can register at <https://windsoressextechnicalandskilledtradescareerfair.eventbrite.ca> by November 21.

Potential candidates that want to attend the Career Fair can register, view the companies and positions and submit their resumes by visiting <http://www.choosewindsoressex.com/careerfair>.

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