



NEWS RELEASE  
For Immediate Release

Contact: Melissa Orner  
267-502-3718 phone  
media@workreadyphila.com  
www.workreadyphila.com

## Thousands of Youth Receive Training for Effective Employment Through WorkReady Philadelphia

*More than 3,000 youth participate in the two Saturday Work Readiness Summits. Over 100 corporate and community leaders volunteered to prepare youth for summer internships*

**PHILADELPHIA – June 26, 2004** – For thousands of committed Philadelphia teens, today was a very different kind of Saturday. Instead of sports, shopping or hanging out with friends, they gathered at locations around the City to learn what it takes to get and keep a good job.

On Saturday, June 19, 2004 and on June 26, 2004, **more than 3,000 area youth attended sessions** at local universities and professional training facilities to participate in “WorkReady Summits” where they gained invaluable skills associated with successful employment. This unprecedented training program is being conducted by the Philadelphia Youth Network as part of *WorkReady Philadelphia*, a new citywide effort to build enriched employment opportunities for Philadelphia youth.

WorkReady Summits offered highly interactive and energetic training modules designed to help students understand how to be successful in the workplace. Major training topics included: meeting employer expectations, building effective workplace communications skills, resolving workplace conflicts and planning for successful careers.

“These modules grew directly from what employers reported to us about their experiences with and expectations of young employees,” said Laura Shubilla, President of the Philadelphia Youth Network. **“We’ve designed an approach that will address employers’ concerns and position these young people for success.”**

**(MORE)**

The response from youth, volunteer trainers and parents was universally positive. As one participant, a student at Bartram High School, explained, "I liked how we learned some very important things in a fun way. I learned how to improve my resume, how to ask myself questions and to prepare for an interview." A classmate echoed the sentiment: "The whole program was fun. **Today really made me see why I wanted to work.**"

Employers, community volunteers and staff from the Philadelphia Youth Network are staffing the summits and presenting the WorkReady Summit modules. The initial training offered through the WorkReady Summits will be augmented by a portfolio-based curriculum that youth will complete over the course of their six-week employment experiences this summer.

**All of the young people participating in the WorkReady Summits are slated for summer employment** in one of the several components of *WorkReady Philadelphia*, including internships and other field-based activities funded by federal programs, the William Penn Foundation and other philanthropies, the School District of Philadelphia and private sector employers throughout the City.

Donated training sites for the WorkReady Summits include Lincoln Financial Group's Delaware Investments Offices, the Philadelphia Marriott Hotel, Drexel University, the University of Pennsylvania, the University of the Sciences in Philadelphia, Philadelphia College of Osteopathic Medicine, United Way of SEPA, and Community College of Philadelphia's new Center for Business and Industry. Food and snacks are being donated by Tasty Baking and the School District of Philadelphia.