



Summer of Opportunity

News

Media Contact

Jean Dalmath

jdalmath@dalmath.com

585-586-6650 (direct)

585-755-6911 (mobile)

Hire Me Rochester! I'm Your Future! Summer Youth Employment Campaign Starts This Week

Local Businesses Asked to Hire Youth for Summer Jobs
New Web Site Makes Hiring Process Easier – One Point of Contact

Rochester, NY—April 25, 2011—RochesterWorks! for Youth and the City of Rochester's Summer of Opportunity program are collaborating for the fourth summer to put youth to work, this time calling on private sector businesses to create summer job opportunities for young workers ages 16-21.



"We are asking all local businesses to see what projects they may have and needs for extra help that can help generate jobs and put some 150 work-ready high school students in jobs this summer," said John Premo, Youth System Manager for RochesterWorks!

“For as little as \$480 for four weeks, employers can make a huge impact,” added Premo. “The commitment to our youth by our local businesses and employers is more vital than ever. By working together and identifying available openings or providing funding for sponsorship, we can reduce the number of out-of-work young adults, create a pool of well-qualified current and future workers and enhance our local economy.”

The message, ***Hire Me Now! I am Your Future!*** will be seen on billboards around Rochester for the next two months. To further extend outreach to employers, the United Way and County of Monroe will be reaching out to their business contacts encouraging them to think of opportunities for youth.

Glenn Jeter, owner operator of McDonalds restaurant, Workforce Investment Board Member and Youth Council Chair is proud to be partner with RochesterWorks! and hire youth for the Summer Youth Program. “This program is a win-win for youth and our community. McDonald's of Rochester focuses on providing area youth with positive support as we train them to improve our customer's experiences. McDonald's is excited to hire many very talented youth for the summer, and throughout the year after the summer program is completed.”

RochesterWorks! and the City make the process to hire youth even easier.

- ✓ A special web site, www.hiremerochester.org provides one point of contact, making it easy for employers to post a job
- ✓ If a business doesn't have a job, it can make a tax-deductible financial pledge at one of several levels to sponsor a youth.
- ✓ The hiring process is simple. RochesterWorks! and Summer of Opportunity staff will recruit, train, pre-screen and refer youth to available jobs.
- ✓ Summer of Opportunity and RochesterWorks! staff will provide intermediary services as necessary.
- ✓ Payroll options are available.
- ✓ Businesses need only to make a brief time commitment – average of 6 weeks, unless an offer is extended

Keenan Allen, Director, Bureau of Employment Opportunities for the City of Rochester said, “We are looking to our local employers and businesses to partner with us for a successful summer youth employment program that will meet business needs and help prepare our next generation of workers to succeed. Studies have shown that these employment opportunities result in improved academic achievements, reduces the dropout rate and provides positive experiences for our youth that will last a lifetime. Our young participants develop positive work habits and experiences that will lead to a brighter future.”

George Scharr, Chairman of the Rochester/Monroe County Workforce Investment Board and Peter C. Pecor, Executive Director of RochesterWorks! said the Board has been committed to providing our youth with employment and work skill training opportunities for many years and we did not want the current decrease in public funding to reduce our commitment to our future workforce. “This is an initiative

that will sustain the programs developed that have been extremely successful identifying and matching qualified young people with meaningful employment in our community."

How Businesses Can Help

Visit www.hiremerochester.org or contact Rosa Smith-Montanaro, RochesterWorks! Placement Specialist at (585) 258-3513, rsmontanaro@rochesterworks.org or Alison Alden, Employment and Training Counselor for City of Rochester Bureau of Youth Services at (585) 428-6342, aldena@cityofrochester.gov.

###