



NEWS RELEASE

FOR IMMEDIATE RELEASE May 30, 2007

Contact: Celina Shands Gradijan
(858) 793-6694 celina@fullcapacitymarketing.com

Life After the Layoff Campaign Offers Hope

Laid off workers get help and support through community campaign

In spite of continued low unemployment rates, San Mateo County has seen close to 2,200 laid off workers since July 1, 2006, prompting a repeat of last year's community campaign to support area job seekers. The increase in global competition and a dynamic business climate are forcing employers to consider staff reductions or closures more than ever before. Most recently, San Mateo has seen closures in the professional, scientific and technical services industries, as well as retail. In response to these trends, the San Mateo County Workforce Investment Board and PeninsulaWorks hosted its second community awareness campaign called *Life After the Layoff*. The goal of the campaign is to enhance community awareness about the many County resources that are available to help laid off workers and those looking for jobs.

PeninsulaWorks is part of the local workforce investment system responsible for deploying employment and training services for both San Mateo County businesses and job seekers. The Life After the Layoff Campaign mobilizes community resources to help those laid off, and to assist those businesses that want information about tapping into a diverse labor pool, avoiding layoffs, or re-structuring their staff effectively.

The campaign is supported by local educational organizations and boasts a campaign Web site with toolkits and resources for both job seekers and businesses. "We had great success last year with our community outreach efforts," said Fred Slone, Workforce Development Manager, San Mateo County. "Our Career Center team, the Job Squad, provided very fast-tracked orientations and consultations to over 200 participants that attended our 2006 community event. Over 40 job seekers received benefits by enrolling in training, while others opted to take advantage of job search assistance and our dynamic workshops. We expect an excellent turnout this year, due to the dislocations we have seen in our county."

The results were better than the 2006 campaign. The 2007 campaign drew over 225 job seekers and dislocated workers, which were fast-tracked through the mini-orientation process in four hours.

Full Capacity Marketing, Inc. (FCM), a national marketing and communications firm based in San Diego, served as the project consultant for the second year in a row. “We wanted to boost the online and virtual resource tools to the campaign Web site that we developed last year, “ said President/CEO Celina Shands Gradijan. “Now, potential customers can view our wrap-up video about the 2006 campaign; a virtual orientation for laid off worker detailing the Life After the Layoff Toolkit; and an online breeze presentation to explain Rapid Response services to businesses and employers.

For more information on the Life After the Layoff campaign and to view the campaign portfolio, go to http://www.fullcapacitymarketing.com/portfolio_lifeafterlayoff.shtml and www.LifeAfterTheLayoff.org.

###

