

News Release

FOR IMMEDIATE RELEASE

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New Campaign Promotes In-Demand Occupations in Northwest Michigan

TRAVERSE CITY, MI—A new campaign is underway to promote in-demand occupations in Northwest Michigan. Northwest Michigan Works! is coordinating the OpportUnity Campaign to help attract workers to jobs that local employers are having a tough time filling. The campaign includes a new website, CareerCafeOpportunity.org, along with advertisements, and posts on social media.

“The partnerships established through the OpportUnity Campaign will assist us in introducing job seekers to our region's most in-demand occupations,” said Terry Vandercook, Director of Operations at Northwest Michigan Works!

The first occupation being featured in the OpportUnity Campaign is home health workers. Northwest Michigan Works! is partnering with the Area Agency on Aging of Northwest Michigan to promote those occupations. The CareerCafeOpportunity.org website includes a job board listing home health job openings in the 10-county northwest Michigan region. The website also includes a short video featuring local home health workers talking about what they like about the occupation. Michigan Works! plans to partner with other organizations and employers in the future to promote other in-demand occupations.

Northwest Michigan Works! is the region's local workforce development partner serving thousands of job seekers and businesses every year. More information about the services offered by Northwest Michigan Works! is available at: NWMichWorks.org or by calling 800-442-1074.

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NOTE to Media: Images are oftentimes available upon request by e-mailing Dan Boss at dan.boss@networksnorthwest.org and stating preferences for resolution (300 dpi?), file format (.tif? .jpg?) and file size (1MB or less?). Or, phone (231) 929-5047. Check our online Media Room at: networksnorthwest.org/media



Founded in 1974, Networks Northwest facilitates and manages various programs and services for the 10 county region. These programs include Northwest Michigan Works, Small Business Development Center, Procurement Technical Assistance Center, various business services, and many different regional planning initiatives in response to our communities' requests and needs. You will see the broad spectrum of workforce, business and community services Networks Northwest offers if you visit our web site, networksnorthwest.org

Networks Northwest's member counties are: Antrim, Benzie, Charlevoix, Emmet, Grand Traverse, Kalkaska, Leelanau, Manistee, Missaukee, and Wexford.