

For immediate release

HELP WANTED - LABOUR MARKET STRATEGIES AND RESOURCES FOR EMPLOYERS

Edson, AB - September 12, 2007 – The Grande Alberta Economic Region (GAER), like the rest of Alberta, is experiencing a labour shortage. Recognizing this as an increasingly important issue to the area, GAER is introducing the brochure - *Help Wanted – Labour Market Strategies and Resources for Employers*, to assist employers in dealing with labour shortages. The brochure provides a compilation of best practices for strategies to deal with the labour issues from businesses operating throughout the region.

Chair of GAER’s Labour Committee and Mayor of Woodlands County, Jim Rennie, says “We expect that this publication will demonstrate and provide real life, attainable examples of how employers operating in the region were able to get through the challenge of the piles of paperwork and were rewarded with new employees”.

In conjunction with the brochure GAER has also launched its immigration webpage (www.grandealberta.com/immigration.htm). Both the webpage and the brochure provide a list of web-based resources for employers as well as an extensive list for those new to Alberta and to the GAER region. Rennie says “We recognize that resources are dynamic and always changing. GAER is committed to helping business owners operating in the region by providing the most current resources on the website”.

GAER will be hosting Regional promotional events focusing on the immigration webpage and the brochure, and will offer those to business owners and others who provide services to immigrants.

- Whitecourt – Wednesday, September 26, 2007 at the Forest Interpretive Centre from 7:00 – 9:00 PM
- Hinton – Wednesday, October 3, 2007 at the Holiday Inn from 7:00 – 9:00 PM
- Drayton Valley – Wednesday, October 17, 2007 at the Super 8 Motel from 7:00 – 9:00 PM

The full text of the brochure can be viewed on GAER’s immigration webpage at www.grandealberta.com/immigration.htm or for a printed copy of this brochure contact the GAER office at 1-866-723-7706.

For more information on GAER’s Labour Force initiative contact:
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The Grande Alberta Economic Region (GAER) is an economic development partnership of thirteen communities and one associate member in west central Alberta with a mission to “work collaboratively to promote and enhance our region’s unique and diverse opportunities.” The region extends from Onoway in the east to Grande Cache, the municipality of Jasper and Jasper National Park in the west. The southern boundaries include Brazeau County, Drayton Valley, and Yellowhead County. Central municipalities include Edson, Hinton, Sangudo, Mayerthorpe and Whitecourt, while its northern counterparts include Fox Creek, and Woodlands County. The region extends 90 kilometers south of the Yellowhead Highway (Hwy 16) and 75 km north of the Alaska Highway (Hwy 43). The population of the region is over 68,000.

In addition to the labour shortage issue, GAER worked on issues relating to the mountain pine beetle, tourism development and energy sector opportunities in the region. In developing this brochure GAER expects to alleviate some of the issues faced by employers by profiling several of the businesses in the region that were successful in finding new employees.

For more information about the Grande Alberta Economic Region, please contact:

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and check out the web site at: www.grandealberta.com