



Media Advisory



March 20, 2008
08-002

MEDIA INVITATION ONLY!!!

MEDIA ADVISORY: WIRED (Workforce Innovation in Regional Economic Development) grant celebration and roundtable discussion with the region's Congressional delegation.

Contact: Cheryl Fambles, WIRED Project Director, 360-570-6957
Karen Campbell, Pacific Mountain Workforce Consortium, 360-570-4238

When: Tuesday, March 25, 2008 at 10:00 – 12:00 am

Where: New Market Skills Center – Lecture Hall – Building D, located at 7299 New Market Street SW, Tumwater, Washington.

What: Ceremony to celebrate the Thurston County Pacific Mountain Workforce Consortium award of a \$5 million grant from the US Department of Labor. Participates include local business and education leaders and the region's Congressional delegation: Senator Patty Murray, Senator Maria Cantwell, and Congressman Brian Baird.

Following the brief ceremony, Senator Patty Murray will participate in a roundtable discussion around WIRED and her Multiple Pathways Initiative. The Senator is seeking information regarding skills shortages in targeted industries like energy, manufacturing, and construction. Her interest is to identify barriers to success, solutions to remove those barriers, as well as, the current and future workforce needs of our region and our employers. The roundtable discussion will engage leaders in the Pacific Mountain five county regions.

Why: This event celebrates the opportunities in WIRED and in the region's economic potential. WIRED is an industry driven initiative that will result in a framework to attract industry to the Pacific Mountain Region. It will strengthen new and emerging business located here. The construction, energy technology and manufacturing industries will benefit from creative and collaborative engagement of partners in economic development, education and workforce. The WIRED Initiative will build a regional identity that ensures the growth and expansion of our economy and our global competitiveness.

MEDIA opportunity: At 11:45 am the conclusion of the event, media will be given the opportunity to talk with members of the Congressional delegation and participates of the roundtable discussion for one on one time.

If you will be bringing a news vehicle, please contact Karen Campbell, 360-570-4238, so parking arrangements can be reserved for you at New Market Skills Center.