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## FOR IMMEDIATE RELEASE:

### A CAMPAIGN OF OPPORTUNITY: AN INITIATIVE TO SPUR ECONOMIC GROWTH

**(MIAMI, August 29, 2011)** — A new initiative, “A Campaign of Opportunity” from South Florida Workforce Investment Board aims to help boost job creation, retrain workers for new economic opportunities, and help businesses stay competitive by meeting their workforce needs.

While modest job growth continues to be a looming factor in the economic crisis, SFWIB’s Campaign of Opportunity hopes to bring focus on ways of shaping the region’s economic recovery through the following:

- Form a blue-ribbon committee of community leaders to provide counsel on strategic solutions to address the issue of job creation;
- Establish Platform to Employment- an initiative that provides an investment in the local recovery of our community made possible by the collaboration between the South Florida Workforce and Workforce Florida, Inc. The initiative calls for individuals, who are currently unemployed to be re-tooled and matched with area employers, who are creating new jobs and are in need of a skilled and talented workforce.
- Support the creation of a statewide Florida Business and Workforce Competitiveness Fund that will incentivize Florida Businesses to create new jobs and hire unemployed Florida workers.

“South Florida Workforce is excited to unveil the “Campaign of Opportunity”, which was established to promote sustainable economic growth in the region. Through these efforts, we hope to help create new employment opportunities and develop a method in which our region’s citizens will become more employable to compete in today’s job market,” said Rick Beasley, executive director for South Florida Workforce Investment Board.

### About South Florida Workforce Investment Board

South Florida Workforce Investment Board is a public-private partnership and integral partner in Miami-Dade’s economic plan that initiates state and federally funded workforce development and training policies for Miami-Dade and Monroe counties. Additionally, South Florida Workforce services and resources are available to everyone at no cost through a network of Career Centers located throughout the Region.

Learn more about Campaign of Opportunity by visiting [www.southfloridaworkforce.com](http://www.southfloridaworkforce.com) or contact SFWIB at 305-594-7615. ###