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### **MAYOR VILLARAIGOSA, COMMUNITY DEVELOPMENT DEPARTMENT, WORKFORCE INVESTMENT BOARD AND L.A. AREA CHAMBER OF COMMERCE ASK BUSINESS LEADERS TO HIRE LA'S YOUTH**

#### **Private employers are asked to help reach record employment goal**

LOS ANGELES, CA – Mayor Antonio Villaraigosa assembled business leaders this morning to hail those who have led the way in hiring local youth, and encourage new employers to particularly consider youth for seasonal hiring needs.

The Mayor's requests, during a breakfast meeting at the offices of the L.A. Area Chamber Of Commerce, are part of the ongoing HIRE LA's Youth campaign with the goal of putting 16,500 youth to work during FY 2009-10. Receiving an infusion of \$20.3 million from the American Recovery and Reinvestment Act, this year's overall program aims to place more youth in private sector and public sector, and community jobs and internships than ever before. Under the Mayor and the Los Angeles City Council's leadership the Community Development Department (CDD) administers the youth jobs program with policy oversight by the Workforce Investment Board (WIB).

At the meeting the Mayor noted that more than 8,000 young people have been hired during the current campaign, which can be considered a success, but he noted the goal is higher and employers should focus on the holiday season as a time to hire youth.

"I wholeheartedly agree with the Mayor," said Workforce Investment Board Executive Director Gregg Irish, "there are companies that will need extra help during November, December and January. This is an ideal time to take a look at our HIRE LA's Youth program. We have youth who are eager to work and who understand the importance of giving 100 percent on the job."

A key component of helping employers recognize "job ready" youth is the Work Readiness Certification. Young job seekers who hold this credential, which is part of the HIRE LA's Youth campaign, have been through workshops that teach them interviewing techniques, resume writing and workplace decorum and ethics.

Along with CDD and the WIB, the L.A. Area Chamber of Commerce has played a strategic role in recruiting private employers such as Vons, HMS Host, Wells Fargo, Kaiser Permanente and other private partners. The Chamber has embarked on a focused and robust effort to ensure a future workforce capable of meeting the needs of the 21<sup>st</sup> century global economy.

For more information on the HIRE LA's Youth visit [www.wib.lacity.org](http://www.wib.lacity.org) or call 311.