

MEDIA RELEASE

For Immediate Release

Truro & Colchester Partnership Launches Northern Connector Program

Truro, NS, June 12, 2018 – During its Annual General Meeting at the Marigold Cultural Centre today, the Truro & Colchester Partnership for Economic Prosperity announced the launch of the Northern Connector Program. The Program will match new residents, local and international graduates, and skilled professionals (Connectees) with local employers, civil servants and community leaders (Connectors).

Closely modeled after the *Halifax Connector Program*, which began nearly a decade ago and is replicated across Canada and the United States, the Northern Connector Program is designed to connect emerging professionals — who have valuable skills and professional experience but lack an extensive professional network — with a Connector in their field of interest.

Program participants meet with business and community leaders in Truro and Colchester to gain a better understanding of the local job market, the community and local career opportunities. By engaging young professionals early in their career and helping them build extensive professional networks, the Partnership hopes that they will choose to stay in our communities and continue to build their careers.

“This exciting new initiative will provide support to newcomers and young professionals as they try to build connections, foster relationships, and put down roots in our communities,” comments Mark Wood, Chair of the Partnership. “It’s another great resources to help our workforce attraction efforts.”

Interested new residents, graduate students and businesses are welcome to contact Matthew Berrigan, Program Manager, via email mberrigan@northnsconnector.ca or by phone at (902) 449-1273 for more information.

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For more information, please contact:

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About the National Connector Program

The National Connector Program is based in Halifax, Nova Scotia, the birthplace of the initial Connector Program. This program provides communities with a turn-key solution that increases talent retention through the process of networking. Currently based in 35 communities and growing, the National Connector Program is a successful model to help retain talent, engage employers, and create a more welcoming community. Learn more at www.connectorprogram.ca.