

Contact: Mari Kay-Nabozny
Director of Development & Oversight
Phone 715.682.9141 Ext. 103
Fax : 715.682.9181

Northwest WI Workforce
Investment Board, Inc.
P.O. Box 616
Ashland, WI 54806

NWWIB, Inc.

PRESS RELEASE

For Immediate Release

The Northwest Wisconsin Workforce Investment Board, Inc. (NWWIB) is pleased to announce their new *Work Where You Play* initiative. WorkWhereUPlay.com allows individuals who are interested in moving to the northland the opportunity to network with employers. The goal of the project is to help employers recruit and retain highly skilled workers who want to move to northern Wisconsin.

The *Work Where You Play* website recruits workers from metropolitan areas to fill job vacancies in highly skilled occupations in northern Wisconsin. The labor shortage the state will face has already begun in northern Wisconsin and will continue over the next decade. State of Wisconsin labor market data indicates that in ten years, 75,000 career opportunities will exist in northern Wisconsin due to the retirement of baby boomers. The website allows job seekers to submit their information and resume which is then networked to employers across the region. The web address for the Want to Move initiative is <http://www.workwhereuplay.com>

Each month a newsletter will be sent to businesses on the email list that highlights the individuals looking to move to northern Wisconsin. Businesses can then use the information to look for highly skilled candidates to fill their job vacancies. For more information on joining the email list please contact Mari Kay-Nabozny at mkay@nwcep.org. The March newsletter can be viewed at http://www.nwwib.biz/links/WorkWhereUPlay_03_08.pdf

The Northwest Wisconsin Workforce Investment Board, Inc. is a regional body charged with oversight of the eight Wisconsin Job Centers and the employment and training programs that comprise the workforce development system in 10 counties of northwest Wisconsin. The ten counties served are Ashland, Bayfield, Burnett, Douglas, Iron, Price, Rusk, Sawyer, Taylor and Washburn. The regional board, comprised of business leaders and workforce development professionals, is committed to creating a competitive workforce that meets the changing needs of the citizens and businesses of our area. For more information about the Northwest Wisconsin Workforce Investment Board, Inc., please go to their website at: <http://www.nwwib.biz>