



Community Planning and Economic Development Department

Media Advisory

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Minneapolis City Goals: A Safe Place to Call Home □ Jobs & Economic Vitality □ Eco-Focused □ Livable Communities, Healthy Lives □ Many People, One Minneapolis □ A City That Works

City of Minneapolis, MN Dept. of Employment and Economic Development, and Partners Kick-Off Platform to Employment Program

DEED Commissioner Katie Clark Sieben and The WorkPlace President to Speak during Business Lunch

WHAT: Business Luncheon launching Platform to Employment (P2E), a nationally-acclaimed employment program that is a proven model that demonstrates that the right job readiness programming, combined with personal and family support services and financial counseling, can return the long-term unemployed to the workforce. P2E includes a five week preparatory program and an eight week work experience where participant wages are paid by P2E. Following the business luncheon, the cohort of participants selected for P2E will receive their orientation into program.

WHO: MN Department of Employment and Economic Development Commissioner Katie Clark Sieben, The WorkPlace President and CEO Joe Carbone, George Write Director of the Midwest Region, City Community Development to Speak.

Governor Dayton and Mayor Rybak invited as special guests.

WHEN: Monday, September 23 at 12:00 pm

WHERE: Urban Research and Outreach-Engagement Center (UROC)
2001 Plymouth Avenue, North Minneapolis

MORE: P2E began in southwestern Connecticut to address the specific needs of unemployed workers over 50 and military veterans. The program is a privately funded solution, made possible by the support of AARP Foundation, City Community Development and the Walmart Foundation, providing employers with a risk-free opportunity to evaluate talent while granting workers with the opportunity to demonstrate they can complete in the global marketplace.

The City of Minneapolis, Minnesota State Department of Employment and Economic Development (DEED), NorthPoint Health and Wellness, Community and Neighborhood Housing Services, and The WorkPlace are expanding the program to Minneapolis. Minneapolis will be the 6th location in the nation to launch P2E.

Press is invited to cover the business luncheon and interview speakers immediately following.

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