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## FOR IMMEDIATE RELEASE

May 3, 2016

# DeKalb Workforce Development's "Parents Pounding the Pavement" Workshops a Success

**DECATUR, Ga.** – Over 70 parents participated in DeKalb Workforce Development's *Parents Pounding the Pavement for Employment* work readiness workshops. The workshops gave parents with students in the DeKalb County School District the opportunity to learn how to prepare for potential interviews and obtain employment opportunities.

"I'm pleased that there are so many involved parents who are actively seeking resources to improve their financial situation and provide maximum learning opportunities for their children," said Interim CEO Lee May.

During the work readiness workshops, parents gained knowledge in interviewing techniques, resume writing, personal branding and financial literacy.

The work readiness workshops were the first in a two part series. The second event of the series, *Parents Pounding the Pavement for Employment* is a career fair scheduled for **Thursday, May 12, 2016** at **DeKalb Board of Education, 1701 Mountain Industrial Boulevard, in Stone Mountain**, from **10 a.m. to 2 p.m.** Parents and the community are encouraged to attend the career fair and meet face to face with potential employers.

The purpose of *Parents Pounding the Pavement for Employment* is to provide access to employment opportunities, which could thereby result in future economic stability. "It is thought, when the parents are able to prosper financially and support the household, it is believed that the children have a higher potential for better academic outcomes." said Sheryl B.C. Stone, Director of DeKalb Workforce Development.

Kamila Brown-Washington, the founder and CEO of Kamileon's Kloset, spoke to parents about how personal and professional image can impact access to job opportunities. Additionally, she provided examples for interview preparation and appropriate dress for interviews.

(more)

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Cornelia Hicks, CEO of MatterMax Media, presented positive methods on presentation, using social media as a networking anchor to catapult job search efforts and results in the digital world.



*Katerina Taylor, CEO and President of DeKalb Chamber of Commerce talks to parents about the reason for the workshops.*



*Cornelia Hicks, CEO of MatterMax Media, explains why a digital branding and networking is important in job searching.*



*Kamila Brown-Washington, Founder and CEO of Kamileon's Kloset talks about dressing for success.*

For additional information regarding Work Readiness Workshops and obtain employment opportunities, please contact DeKalb County Workforce Development at (404)687-3400.

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