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FOR IMMEDIATE RELEASE

July 14, 2016

DeKalb Workforce Receives \$12K AT&T Grant

Group competing for another \$8K in Twitter contest

DECATUR, Ga. – DeKalb Workforce Development has received a \$12,000 contribution from the AT&T Aspire initiative to promote careers in digital media.

“This contribution provides opportunities for young people in our county by exposing them to potential careers in high-demand occupations in digital media,” DeKalb County Interim CEO Lee May said. “DeKalb Workforce Development continues to introduce innovative initiatives that will captivate the interest of DeKalb County youth.”

DeKalb Workforce Development is one of eight finalists for AT&T’s \$20K for 2020 workforce development competition. To compete for an additional \$8,000 in funding support, DeKalb Workforce Development has created a short video describing the organization and its impact in DeKalb County. The organization whose video has the most retweets on Twitter from July 18-22, 2016, will receive the additional funding.

To help DeKalb Workforce Development win the competition, retweet the video posted on @DeKalbYouth on Twitter. Each retweet from DeKalb Workforce’s initial tweet is a vote for DeKalb.

Each retweet also will help DeKalb County spread the word about career training opportunities in digital media for DeKalb County youth.

Additionally, DeKalb Workforce Development is hosting the *Make DeKalb Social Community Outreach Event* for the whole family. During the event, DeKalb Workforce Development will present information about the services it has to offer. Participants will be encouraged to retweet the @DeKalbYouth video during the event, scheduled for **Thursday, July 21, 2016, from 10 a.m. to 2 p.m.**, at DeKalb Workforce Development. The address is **774 Jordan Lane, Building 4, Decatur, GA 30033**.

(more)

AT&T Aspire, continued

The event will feature Jerry T. Meyers, an author and motivational speaker. Additionally, there will be a scholarship workshop, a job fair, internship opportunities and information about various county government departments.

The AT&T Aspire initiative supports local and national programs geared toward preparing youth for careers in digital media careers such as web development, graphic design, web design, animation and marketing. This special emphasis serves as a catalyst to increase completion rates for high school graduation, career exploration and in-field internships.

Participants will “earn while they learn” through paid internships, thereby allowing them the opportunity to use their skills in a professional setting. In addition to the paid internship program, DeKalb Workforce Development will implement a pre-apprenticeship training program. Both programs will concurrently develop and mold youth as they gain marketable skills for their future employment endeavors.

For additional information regarding AT&T Aspire Initiative, contact Denise Kenner at dkenner@dekalbcoutyga.gov or (404) 687-3400.

DeKalb Workforce Development is an EEO/M/F/D/V employer/program. Auxiliary aids/services are available upon request to individuals with disabilities. The hearing impaired may call 1-800-255-0135 for assistance. DWD is 100 percent funded by the U.S. Department of Labor and is partner of the American Job Center Network.

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