



Building a Skilled and Thriving Workforce

FOR IMMEDIATE RELEASE

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**“PLATFORM TO EMPLOYMENT” NOW ACCEPTING APPLICATIONS IN
PHILADELPHIA FOR LONG-TERM UNEMPLOYED**

*Nationally-recognized program combines job training, family support services and financial counseling at
no cost*

PHILADELPHIA- Philadelphia Works, the City’s Workforce Development Board, today announced that Platform to Employment (P2E), a national program addressing the specific needs of long-term unemployed workers has opened its on-line application for residents of Philadelphia.

Those interested in the program can apply at the Platform to Employment website, <http://www.platformtoemployment.com> and click on the “APPLY HERE” button on the right side of the homepage.

The program is accepting applications from Philadelphians who have been unemployed 27 weeks or more and have exhausted their unemployment benefits. If you meet these criteria, you are encouraged to apply now as seating is limited and applications will not be accepted after March 25. There is no cost to participate in P2E.

Classes are scheduled to begin in late March and run for five weeks at the PA CareerLink® Northwest Philadelphia center in Germantown.

“It is our great pleasure to bring this nationally-recognized program to the City of Philadelphia,” said Mark Edwards, President and CEO of Philadelphia Works. “Platform to Employment aligns very closely with our federally-mandated directive to engage dislocated workers and those with barriers to employment. By providing a more comprehensive “wraparound” approach to training and support, P2E significantly raises placement and retention rates, which ultimately benefits both the employer and career seeker with long-term, permanent employment.”

P2E, which began in Southwest Connecticut in 2011, and has been featured on 60 Minutes and other national news programs, combines job readiness training, personal and family support services, and financial counseling. The program in Connecticut has placed nearly eighty percent of its participants into work experience programs with local employers. Ninety percent of these participants subsequently moved to full-time employment.

Since 2013, P2E has expanded to over twenty markets including San Francisco, Detroit, Denver, Minneapolis, Newark, Chicago, San Diego, New York, Pittsburgh, Chester County (PA), Rhode Island, Las Vegas, Reno, Cincinnati, Tampa, and Dallas. The program is funded by a grant from the U.S Department of Labor.

Philadelphia Works is partnering with The WorkPlace, southwestern Connecticut's regional Workforce Development Board, to bring P2E to Philadelphia. The P2E program offers individuals a five-week preparatory program, including skills assessment, career readiness workshops, employee assistance programs, coaching and more. Upon program completion, P2E assists participants to find open positions at local companies. Placements are made on a trial basis, paid for by The WorkPlace. The expectation is that if the company is satisfied with the performance of the candidate, a full-time job will ensue.

The WorkPlace subsidizes the wages of the job candidate for up to eight weeks, providing employers a risk-free opportunity to evaluate the candidate and determine if a good match exists.

P2E participants can also take full advantage of the computer lab and career services available through the PA CareerLink® Philadelphia centers.

About Philadelphia Works

Philadelphia Works is the city's Workforce Development Board, investing in solutions and services to grow Philadelphia's economy by connecting employers to workforce talent and career seekers to jobs. We influence the public policies that support economic growth, and optimize funding and resources to invest in regional solutions to build a skilled and thriving workforce. For more information about our dedicated board members and staff, workforce research, labor market data, services and initiatives, and to view success stories, please visit <http://www.philaworks.org>.

Contact:

Alex Styer
Bellevue Communications Group
astyer@bellevuepr.com
215-893-4293