



ATTENTION NEWS AND ASSIGNMENT EDITORS

MEDIA ADVISORY

Home-grown career guide targets Saskatchewan youth

March 14, 2007 – The Northern Centre of Excellence in partnership with Saskatchewan Advanced Education and Employment and Service Canada are pleased to announce the launch of *Relevance*. This year's magazine will be unveiled in conjunction with Contact: Connecting in an Energized Labour Market.

Date: Thursday, March 15

Time: 7 p.m.

Place: Radisson Hotel in Saskatoon

Scheduled speakers for the 30-minute program include the Honourable Pat Atkinson, Minister of Advanced Education and Employment, along with National Sector Council representatives, local employers, business leaders and educators. The program will conclude with a performance by the ED Feehan Hip-Hop troupe.

With circulation in excess of 100,000 copies, *Relevance* is a fun and informative career planning guide for Saskatchewan youth. *Relevance* is an invaluable tool for everyone involved in planning the careers of Saskatchewan youth. High school students, people looking to upgrade their education, teachers, employment and guidance counselors, and everyone who works with youth will find useful information in *Relevance*.

Relevance magazine is full of interesting articles on real Saskatchewan people. It also contains a comprehensive guide to nearly every job imaginable in Saskatchewan, along with fun and interesting career planning activities, quizzes, contests, facts and statistics. The magazine is now being distributed throughout the province.

The evening's speakers, *Relevance* creators and youth featured in the production of *Relevance*, will be available for interviews following the program. National Sector Council representatives will also be available for interviews.

Please join us at the Radisson Hotel on Thursday, March 15, for the launch of *Relevance*.

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