



# Media Advisory

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FOR IMMEDIATE RELEASE

BRANTFORD (Oct. 27, 2010) – Helping people cope with the rollercoaster ride of job loss is the purpose of a new website called [www.lostmyjob.ca](http://www.lostmyjob.ca).

Please join us for the official launch of lostmyjob.ca in Brantford.

**When:** Friday, Nov. 5, 10 a.m. to 10:30 a.m.  
**Where:** Steelworkers Action Centre, 249 Murray St., Brantford



“The website is here to remind people who’ve lost their job that they are not alone,” said Jill Halyk, executive director of the Workforce Planning Board of Grand Erie. “Many people in Brantford have, unfortunately, lost their jobs. The good news is that there’s help and resources out there so they don’t have to deal with their job loss all by themselves.”

Lostmyjob.ca is being launched by the Workforce Planning Board and the Hamilton Training Advisory Board, with financial support from Employment Ontario and many generous community partners. These partners include: St. Leonard’s Community Services, Community Resource Service, Literacy Council of Brantford and District, Literacy Link South Central, Fanshawe College Community Career & Employment Services, Grand River Employment and Training, and the YMCA of Hamilton, Burlington, Brantford. Other community organizations are providing their expertise.

The website features stories about coping with job loss, especially the emotional impact on people and their families – an area that’s often overlooked. Lostmyjob provides advice, an extensive list of community resources, and the ability for users to ask experts questions. Users are encouraged to comment on stories and share their own experiences.

Lostmyjob.ca also features success stories about area residents who’ve overcome job loss and started new careers. There’s Brantford’s [Brent White](#) who started his own business, 3D Mechanical Design. There’s Waterford’s [Betty Lewis](#), who used the Ontario government’s Second Career program to go to college and become an employment counsellor.

The Workforce Planning Board ([www.workforceplanningboard.org](http://www.workforceplanningboard.org)) is one of 21 non-profit organizations in Ontario that play a leadership role in labour force planning.

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For more information, contact Jill Halyk, executive director, Workforce Planning Board, 519-756-1116, x227 or email [jhalyk@workforceplanningboard.org](mailto:jhalyk@workforceplanningboard.org)

