



FOR IMMEDIATE RELEASE
Feb. 3, 2014

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WCF ANNOUNCES NEW BRAND NAME
CAREERSOURCE CENTRAL FLORIDA

Orlando, FL – Workforce Central Florida will change its name to CareerSource Central Florida as part of a unified brand initiative to improve customer awareness and use of our services.

The state's 24 regional workforce boards will begin using the CareerSource Florida brand with regional identifiers Feb. 10th. The new orange, blue and green tri-arrow logo symbolizes a place where talent, employers and resources connect.

All six Workforce Central Florida and JobVantage offices will use the new CareerSource Central Florida name and logo. We're also launching our new website, CareerSourceCentralFlorida.com.

The change was prompted by the Regional Workforce Boards Accountability Act of 2012, which called for Florida's workforce system to develop a single brand to better serve Florida job seekers and employers. Research has shown that while the regional workforce boards serve the same customers and provide similar employment and training programs, there was a lack of awareness and understanding of the services available.

Employers and job seekers often cross county and regional borders to look for business locations, talent and positions. The CareerSource Florida brand will provide greater visibility and recognition to ensure our customers know where to seek services.

WCF will receive \$77,500 of the statewide total of \$1.5 million to cover the expense of replacing signage, printing stationary and business cards and launching a new website.

“The rebranding will allow us to capitalize on the increased awareness while sharing resources throughout the state to improve our programs,” said President and CEO Pamela Nabors. “One thing that will not change is our commitment to quality service and helping our local businesses and job seekers succeed and remain competitive.”

The public is invited to attend open houses Feb. 10-14 to launch our new brand.

CareerSource Central Florida Rebranding Open House Schedule

Time	Date	Location
9-10 a.m.	Feb 10	East Orange, 4360 East Colonial Drive, Orlando
10-11 a.m.	Feb. 11	South Orange, 1563 Florida Mall Ave, Orlando
8:30-9:30 a.m.	Feb. 12	Osceola, 1392 East Vine Street, Kissimmee
11 a.m. to noon	Feb. 12	West Orange, 609 North Powers Drive, Suite 340, Orlando
1:30 – 2:30 p.m.	Feb. 14	Lake, 1415 South 14th Street, Suite 101, Leesburg

Workforce Central Florida offers tools to find jobs and advance careers for residents of Lake, Orange, Osceola, Seminole and Sumter counties. On average, WCF provides nearly 8,800 job seekers each month with services such as an online job bank, career counseling, recruitment events, training, financial aid, career assessments and internships. WCF also assists an average of 1,300 employers each month with recruitment, retention and training. For more information, visit www.workforcecentralflorida.com.