



FOR IMMEDIATE RELEASE
February 10, 2015

Contact: Larry Krause
407-531-1222, ext. 2082
LKrause@careersourcecf.com

CAREERSOURCE CENTRAL FLORIDA JOINS PARTNERS IN CELEBRATING FIRST ANNIVERSARY OF AWARD-WINNING UNIFIED WORKFORCE BRAND

Orlando, Fla. – [CareerSource Central Florida](#) and the entire [CareerSource Florida network](#) today celebrate the one-year anniversary of the launch of a unified brand. Florida became the first state in the nation on February 10, 2014, to achieve aligned brands for its state board, 24 regional workforce development boards and nearly 100 career centers.

“The Central Florida community has embraced the new CareerSource brand, and we continue to receive positive reactions to the values, ideals and commitment it embodies,” said CareerSource Central Florida President/CEO Pamela Nabors. “This positive reaction to our brand by our customers continues to inspire and move us forward in furthering our vision of making Central Florida the top destination for talent.”

The statewide rebranding effort has helped provide greater clarity and consistency for job seekers and employers in need of employment, training, career advancement, recruiting, hiring and other talent development and placement services.

CareerSource Central Florida is a leader in the CareerSource Florida network, serving Lake, Orange, Osceola, Seminole, and Sumter Counties. During fiscal year 2013-2014, CareerSource Central Florida served 7,842 businesses and 40,338 job seekers who successfully secured employment. Statewide, the network served more than 101,300 businesses and nearly 489,700 job seekers who successfully secured employment in 2013-2014. About 30,000 of these men and women are military veterans.

“Our network of workforce professionals is committed to continuous improvement in our collective efforts to establish Florida as the global leader for talent,” said CareerSource Florida President/CEO Chris Hart IV. “Early indications are that our statewide rebranding as the CareerSource Florida network is helping businesses and job seekers find us and connect with opportunities.”

The statewide branding effort was recognized in September as the year’s top workforce initiative by the National Association of State Workforce Agencies. Florida was awarded the 2014 State Excellence Award for Leadership for service and performance improvements facilitated by the rebranding.

#

CareerSource Central Florida offers tools to find jobs and advance careers for residents of Lake, Orange, Osceola, Seminole and Sumter counties. On average, the organization 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. It also assists an average of 1,300 employers each month with recruitment, retention and training. For more information, visit www.CareerSourceCentralFlorida.com.