



## Fact Sheet

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January 5, 2011

### **Alberta's Forest Industry Launches WorkWild, the First Comprehensive Career Awareness Program in Canada**

*WorkWild targets young people in Alberta's forest-based communities*

#### **WorkWild**

Key components of the WorkWild program include:

- **WorkWild Ambassador Team** – A team of industry representatives who visit local high schools, popular community events and venues, and career fairs.
- **WorkWild vehicle** – A WorkWild branded truck will ensure the WorkWild team is visible at community venues.
- **WorkWild website** – The website features a video, information on job openings, scholarships totalling more than \$180,000 and more than 40 job profiles. It also provides youth with an opportunity to create a customized WorkWild creature that helps youth to think about career interests as they walk through a series of questions.
- **Social media** – Students can friend WorkWild Team Leader, Cam Rollins on Facebook and follow him on Twitter. Cam will provide updates about different sites the team is visiting and respond to questions about job opportunities, educational requirements and scholarships.
- **Contesting** – A contest to win a 27" iMac or one of three iPads will encourage youth to visit the WorkWild website. To enter, youth go to [WorkWild.ca](http://WorkWild.ca), create their custom WorkWild creature and post it to Facebook. Contesting rules and regulations are available online.
- **Unconventional advertising** – WorkWild is being promoted through advertising in less conventional venues, including bathroom stall wraps and in movie theatres in forestry communities.

#### **Alberta's Forestry Industry**

- Provides employment for a total of about 18,200 people (including direct, indirect and induced), including direct employment for about 6,200.
- Has more than \$5.5 billion in revenues (including direct, indirect and induced).
- Provides the province with more than \$200 million in taxes (including corporate, personal and property taxes).
- Alberta's forest industry manages for long-term sustainability, harvesting at levels below natural growth rates and growing two trees for every tree cut.
- In Alberta, 61 per cent of the province's forestlands are third-party certified, certified to a sustainable forest management standard.
- Forestry offers a diverse range of rewarding trade, technical and professional career opportunities. Careers in the forest sector are highly skilled -- spanning fields from forestry to engineering, and wildlife biology to information technology. The industry employs foresters, technologists and others with the scientific knowledge needed to understand and protect forest ecosystems.