



News Release

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Those with the Job Loss Blues are Invited to Sing a Little Tune

Creative Partnership between Orlando Businesses Offers Unique Approach for Reaching Area Employers, Initiates Joint Event with American Idol

Orlando, Fla. (January 13, 2009) — Recent headlines are a sign of the times: *Metro Orlando job loss jumps to 7.3 percent...Florida's unemployment rate above the national average.* But, among the gloom and doom, some Central Florida businesses have stepped up to present an optimistic and inventive campaign designed to help job seekers secure career advice and connect with area employers. Starting January 12th, Orlando advertising agency **EVOK**, in partnership with **Orange County Public Schools Career and Technical Education** (OCPS CTE) and **WORKFORCE CENTRAL FLORIDA** (WCF), is inviting job seekers to grab their mics and camera...it's "**CAREEREOKI!**" time!

The program, which takes place between Jan. 12th and Feb 16th, 2009, calls for Central Florida residents and job seekers to submit video of themselves singing about the career they hope to acquire, hence the name "Careereoki." The innovative campaign has even attracted the attention of the top ranked reality TV show, **American Idol**. Today the television show will connect with "Careereoki" for a joint remote event, as part of the "Largest Karaoke Party Ever," a nation-wide kickoff event for *American Idol's* eighth season. The event will be held at Westside Tech, 955 East Story Road in Winter Garden, Fla.

Careereoki entries will be evaluated based on criteria like creativity, originality and humor. A grand prize winner, selected by a WPYO 95.3 listener vote, will receive a package valued at \$8,000, including a scholarship to cover tuition for an OCPS CTE certificate program, a job shadow related to the career the winner sang about, a resume makeover from WCF, a \$250 gift certificate (for a personal makeover), a \$100 gas card and a showcase of his/her video to Central Florida employers.

"Careereoki is a collaborative marketing initiative to stimulate career training and placement in Central Florida." said, Jourdan Hathaway, director of client services at EVOK. "With nearly everyone

facing tough times, we thought it would be both unique and beneficial to create a community building partnership among our clients and vendors.”

In addition to the grand prize winner, two first place winners will also receive tuition for an OCPS CTE certificate program, a resume makeover and a \$50 gas card. Careereoki submissions will also be showcased to Central Florida employers, in an effort to attain career placement for entrants. Winners will be announced Monday, February 16th on www.Power953.com.

“In times like these, we are telling people to educate themselves as much as possible and explore every possible outlet for job opportunities,” says Stephen Henricks, senior marketing manager of OCPS CTE.

Kimberly Cornett, WORKFORCE CENTRAL FLORIDA vice president of communications and business development, added, “Social media is a popular method of communication right now, but we think Careereoki is an even more unique and engaging avenue for addressing the job need.”

In addition to EVOK, OCPS CTE and WCF, several of their shared media partners and other vendors are contributing to the effort, providing advertising, promotion and other services at no cost. Additional partners include, WPYO 95.3 FM, Clear Channel Outdoor and Consensus Communications.

To enter, or for more information, rules, judging criteria and example entries, visit www.power953.com/careereoki.

ABOUT CAREEREOKI

Careereoki is a collaborative marketing initiative to promote career training and placement in Central Florida. Job loss and/or pay and career stagnation are some of the most highly publicized effects of the downturn in the market. As such, Orange County Public Schools Career and Technical Education (OCPS CTE), WORKFORCE CENTRAL FLORIDA (WCF) and EVOK Advertising are teaming up with their shared vendors to create a unique and memorable alternative to traditional one-way marketing communication. Careereoki invites Central Florida residents and job seekers to submit video of them singing about a career of their choice, with winners earning tools to aid them in finding employment. The program offers a great way to truly connect with people during difficult times, interjecting a bit of humor when people need it most.

American Idol airs Tuesday nights at 8pm on Fox 35.