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## **FOR IMMEDIATE RELEASE/INVITATION TO COVER**

### **Nationwide Career Exploration Series Program Launches on Friday, May 2 for Middle School Students in Philadelphia, PA**

*The Career Exploration Series features speakers from Wells Fargo, the Philadelphia 76ers, Philadelphia Eagles, and the Philadelphia Police Department*

**(PHILADELPHIA, PA)** April 28, 2014 - This week, on Friday, May 2, Washington, D.C. area-based entrepreneur Kesi Stribling will launch the Career Exploration Series program, a national career development program that helps prepare elementary and high-school students for the challenging workforce, at St. Martin de Porres Catholic School in Philadelphia, PA. The program is a part of Career Connect USA, a workforce initiative under the aegis of Stribling's business, KSG Strategic Consulting. The inaugural event will be held from 9 a.m. to 12:30 p.m. for more than 100 6<sup>th</sup>, 7<sup>th</sup> and 8<sup>th</sup>-grade students.

According to last month's jobs report by the U.S Department of Labor, 6.5% of Americans remain unemployed, and in recent years, Philadelphia's youth unemployment rate has reached as high as 90%. In today's competitive and unpredictable workforce, career development and employment resources are crucial components of a student's education.

"It is imperative for today's youth to prepare for careers before graduating high school and college," Stribling opines about why she targets the junior high school and high school populations for the program. "The CES provides practical knowledge, like learning how to create a resume for an internship, with conversations about workplace ethics, financial planning workshop, and a youth-focused Career Action Plan."

Sister Nancy Fitzgerald, SSJ, Principal of St. Martin de Porres Catholic School, said the students are looking forward to participating in the first Career Exploration Series. "Our students have been encouraged to be forward thinking and proactive regarding their futures," Fitzgerald said. "This day will further that concept. We are grateful for this tremendous opportunity."

During two breakout sessions, a financial planning workshop led by Wells Fargo Bank, a closing plenary, and a networking lunch, students will have an opportunity to speak with and hear from industry leaders and field experts on educational coursework, volunteerism, technical skills, self-branding, resume building, and a host of other subject areas that will help prepare them for college, future internships, and careers. Additionally, students will learn how to deal with workplace and ethical dilemmas, character traits necessary to thrive in their careers, and have hands-on demonstrations from the speakers, who will bring items associated with their occupations.

Career Connect USA is pleased to announce a comprehensive roster of speakers representing industries students indicated an interest in when they were surveyed prior to the CES program, including former Philadelphia Eagles player, author, columnist and 610 WIP radio host **Gary Cobb**; former Philadelphia 76ers player **Ollie Johnson**; **Wells Fargo Bank**, who will present a Financial Planning Workshop during the program; **Adrian Moody, Esq. and Stacy Shields, Esq.**, of the Moody Shield Law Group; **Tanisha Hopson**, Publisher of Washington, DC-based Optimal Living Magazine; **Officer Shanna Moore**, of the Philadelphia Police Department; and **Chef Tony Lawrence**, of A Chef for You.

"E.G. Educational Services, L.L.C. is pleased to co-host/sponsor the Career Exploration Series at St. Martin de Porres," says Eugene George, owner and President of E.G. Educational Services, LLC in Philadelphia. "When given the opportunity to educate young people regarding future careers, this was a no brainer for us." George's business is a tutoring company that, for more than a decade, has worked with Philadelphia's youth.

Additional sponsors include KSG Strategic Consulting, Optimal Living Magazine, Philadelphia 76ers, A Chef for You, LLC, and The P3 Solution. The Metropolitan and Philadelphia chapters of **Continental Societies, Incorporated** are official Community Partners of the Career Exploration Series, and their members will lend their volunteer services during the program. For a complete list of speakers and sponsors please visit [www.ksgsc.com/cesspeakers](http://www.ksgsc.com/cesspeakers) and [www.ksgsc.com/cessponsors](http://www.ksgsc.com/cessponsors).

#### **CAREER EXPLORATION SERIES SCHEDULE**

Friday, May 2, 2014

St. Martin de Porres Catholic School ■ 2300 W. Lehigh Avenue ■ Philadelphia, PA 19132

- 8:30 a.m. Press Interviews in the Auditorium (until 8:45 a.m.)**
- 9:00 a.m. Career Exploration Series Program Begins/Remarks by Special Guests**
- 9:15 a.m. FINANCIAL PLANNING WORKSHOP** sponsored by Wells Fargo
- 9:40 a.m. BREAKOUT SESSION #1: Switch!**  
Students hear from speakers in STEM, law, entertainment, teaching, entrepreneurship, law enforcement, sports, and the military.
- 11:30 a.m. BREAKOUT SESSION #2: All About Resumes**  
Students learn the fundamentals of creating a resume, its structure, information to include, and Participants will create their first resumes.
- 11:55 a.m. CLOSING PANEL & CAREER ACTION PLANNING**
- 12:15 p.m. Performance by Knowledge**, Christian Hip-Hop Artist & Actor
- 12:20 p.m. Program Conclusion & Acknowledgements**
- 12:30 p.m. Networking Lunch**  
**Press Interviews in the auditorium (until 12:45 p.m.)**

For more information about the Career Exploration Series program, please email [CESProgram@ksgsc.com](mailto:CESProgram@ksgsc.com), visit [www.ksgsc.com/cesprogram](http://www.ksgsc.com/cesprogram), or call (202) 904-1380. Follow the program's social media pages, [@CESProgram](https://twitter.com/CESProgram) on Twitter and [www.facebook.com/CareerConnectUSA](http://www.facebook.com/CareerConnectUSA) on Facebook. Use #CareerDayOnSteroids to follow LIVE Tweeting during the event.