

FOR IMMEDIATE RELEASE  
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**CCWA LAUNCHES CRATER RETAIL ACADEMY**  
*~ Participants Explore Entry-Level Retail Employment*

**CHESTER** – The Community College Workforce Alliance (CCWA) is partnering with the Crater Regional Workforce Investment Group to host the Crater Retail Academy. This unique, week-long program began today and has been coordinated for residents in the region who are seeking entry-level employment in the retail industry and interested in enhancing their job skills. The training program is being held at CCWA’s Chester Center on the campus of John Tyler Community College and will include the job application and interviewing process, customer service training, WorkKeys® skills assessment, and job shadowing within the local retail outlets. Upon completion, the recipients will receive certificates in a graduation ceremony to be held on Friday, May 9 at John Tyler’s Nicholas Center at 2 p.m.

“Crater Regional Workforce has created a Retail Academy similar to models used in other areas of the state,” said Cheryl Cruise, project coordinator. “The success of these programs has led to the development of a training curriculum in partnership with CCWA that will address the needs of our community.”

The retail industry is one of the leading employers in the region. “We hope to fill those positions with applicants who have been well trained to better use skills sought after in the retail businesses,” Cruise added.

The Community College Workforce Alliance (CCWA) is a regional partnership between J. Sargeant Reynolds and John Tyler Community Colleges serving the economic development and workforce needs in four cities and 12 counties of Central Virginia. The organization provides non-credit training, customized instruction, consulting and educational programs for nearly 15,000 students representing 700 employers in the region. CCWA offers on-line registration, customer support and courses delivered by adjunct faculty in three convenient locations and in virtual classrooms.

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**PHOTO OPPORTUNITIES:**

Crater Retail Academy – Participants Visit to Target, 721 Southpark Blvd., Colonial Heights  
Tuesday, May 6, 2008 (1:30 – 3 p.m.)

Crater Retail Academy Graduation  
Friday, May 9, 2008 (2 p.m.)  
John Tyler Community College, Chester Campus (Nicholas Center)