

# LAA MEDIA ALERT

To: ALL MEDIA

DATE: Feb. 14, 2011

FROM: Sarah Marske, LAA Communications and Public Relations Manager

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## Career Expo to be Held Feb. 23, 2011 LAA Invites Companies and Professionals to Discover New Opportunities

**What:** The Latin American Association (LAA) invites companies and bilingual professionals to discover ways to form diverse, multilingual and multicultural teams during the 29<sup>th</sup> Annual Career Expo, to be held **Wednesday, Feb. 23, 2011 from 10 a.m. to 3 p.m. at the Latin American Association**. The annual event draws more than 400 job seekers and over 30 companies from different industries. Funds raised at Career Expo directly benefit children and families that participate in LAA programs and services.

This year, the LAA will offer candidates a **new opportunity** to participate in three **career building workshops** for only \$25 including: How to Ace the Interview; Job Hunting Strategies Using Social Media; and Power Networking. [Candidates can click here to register online](#) or register on the day-of for the workshops.

**Who:** Companies seeking to build a bench of talented professionals will meet quality multilingual professionals, who will impact bottom lines by offering the unique skills needed for organizations reaching global and Hispanic markets. A Diversity & Inclusion Workshop will also be available to companies. To register as a participating company, [click here](#). For more information about becoming a sponsor or exhibitor, contact Myrna Clemmons at [mclemmons@thelaa.org](mailto:mclemmons@thelaa.org) or 404-638-1836.

Prescreened candidates will benefit by discovering new opportunities and networking with employers of choice in the Atlanta area. To register as a candidate, email your resume to [jyactayo@thelaa.org](mailto:jyactayo@thelaa.org).

**When:** Feb. 23, 2011 from 10:00 a.m. to 3:00 p.m.

**Where:** Latin American Association, 2750 Buford Highway Atlanta, GA 30324

### Sponsors:

**Presented by:** State Farm Insurance; **Media Presenting Sponsor:** Univision 34 Atlanta; **Silver Level Sponsors:** Emory Healthcare, Fifth Third Bank, Southern Company, SunTrust Bank, Verizon Wireless, Wells Fargo

**Contact for job seekers:** Jesús Yactayo, [jyactayo@thelaa.org](mailto:jyactayo@thelaa.org), 404-638-1837

**Contact for sponsors and exhibitors:** Myrna Clemmons, [mclemmons@thelaa.org](mailto:mclemmons@thelaa.org), 404-638-1836.

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About The Latin American Association:

The Latin American Association helps Latino families achieve their aspirations for their academic, social and economic advancement. We accomplish this through direct programs and integrated community partnerships that focus on youth academic achievement, education and prevention, and services to families with urgent needs. The LAA offers employment, immigration and translation services, as well as programs for youth, computer classes, parenting classes, and English and Spanish language classes. Visit [www.thelaa.org](http://www.thelaa.org) for more information.