



Skills Ontario and Edge Factor partnering to create video series highlighting 2019 Skills Ontario Competition and career opportunities in skilled trades and tech

May 4, 2019

Skills Ontario media contacts

Emina Jakupovic, Manager of Communications
519 749 9899 ext. 221
ejakupovic@skillsontario.com

Ian Howcroft, CEO
519 749 9899 ext. 229
ihowcroft@skillsontario.com

TORONTO -- Skills Ontario and Edge Factor have signed a memorandum of understanding that will lead to the creation of a series of videos at the 2019 Skills Ontario Competition (May 6-8 at the Toronto Congress Centre) to highlight the Skills Ontario Competition and a sampling of careers in skilled trades and technologies.

"We are very pleased to be partnering with Edge Factor to create a series of videos that will capture some of the excitement around the Skills Ontario Competition so we can share it widely," says Ian Howcroft, CEO of Skills Ontario. "Ultimately, we hope these videos will provide enough spark for young people, parents, and guidance counselors to take a closer look at skilled trades and technologies".

"Students are capable of great things. They need to know that getting involved with something like Skills Ontario could be the catalyst to understand who they are as a human," says Jeremy Bout, President of Edge Factor. "It's important that they explore who they are and Skills Ontario allows them to do that in an exciting, positive and very valuable way because industry is watching them and they're looking for the next generation who will help them re-define what's possible. Edge Factor is excited to showcase these remarkable students in a series of videos that will hopefully inspire many others. "

About Skills Ontario – Promoting skilled trades and technologies in Ontario since 1989

Over the past 30 years, Skills Ontario has grown into the most impactful organization for encouraging youth to consider careers in the skilled trades and technologies. With the help of government and corporate sponsors, Skills Ontario has been growing a portfolio of programs including in-school presentations, career exploration summer camps, First Nations, Métis, and Inuit Career Exploration Conferences and Young Women's Conferences (the largest in the country), and hosting **Canada's largest skills competition which annually attracts 35,000+ spectators who cheerlead the 2,400+ competitors in 68+ trades and technology categories.** Skills Ontario's programs connect education, experience, and employment, with an impact that is valued by students, business, families, educators, labour, and communities.

About Edge Factor

Edge Factor empowers communities across North America with story-driven tools to tackle workforce development, inspire students, reach parents, and build relationships between schools and businesses. From the cinematic films, short stories, quizzes and projects, Edge Factor uses the power of story to unite communities as they tackle the complex challenges surrounding workforce development. Edge Factor Canada is excited to be working with fellow Canadians to reach students across our province. Learn more at edgefactor.com.