MEDIA ALERT

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FOR IMMEDIATE RELEASE

Workforce Florida Launches State's First Industry-Specific Banner Center

Aerospace Resource Center to address demand for skilled workers in the aviation and aerospace industry

What: **Workforce Florida, Inc**. is launching the state's first **Employ Florida Banner Center** to focus on the educational and training needs for occupations critical to the aviation and aerospace industry.

Supported by a $1.2 million grant from Workforce Florida, Inc., the Aerospace Resource Center in Jacksonville will provide a pipeline of skilled workers for an industry vital to the local economies of Jacksonville and Brevard and the entire state. The Aerospace Resource Center is a joint initiative of Florida Community College at Jacksonville and Brevard Community College. Up to eight industry-specific Banner Centers are planned statewide. Each will address current and future workforce development needs in key Florida industries, such as biotechnology, financial services and manufacturing. And each will provide ongoing, ready access to research and educational development.

Who: **Katherine E. Wilson**, Chairman of Workforce Florida, Inc.
Dr. Steven Wallace, President of Florida Community College at Jacksonville
Dr. Donald Astrab, Executive Vice President of Brevard Community College
Adrian Laffitte, Director of Lockheed Martin Florida Government Operations

When: **Wednesday, August 23, 2006**
11 a.m.

Where: Florida Community College at Jacksonville, Aviation Center of Excellence, Hangar 14
Cecil Commerce Center
13510 Aerospace Way
(For a map, visit www.workforceflorida.com and click on the Banner Center logo.)

Visual Op: Aviation/Aerospace industry representatives, state and local workforce and education officials and Jacksonville business leaders will be in a hangar within eyesight of parked airplanes and a runway.

On-site: Adriane Glenn Grant, Workforce Florida, Inc. Communications Coordinator
(850) 921-1122

Interviews available immediately following news conference.

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