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VMA AND VABIO LAUNCH *DREAM IT. DO IT. VIRGINIA 2.0*

Campaign to connect Virginians with careers in advanced technology and manufacturing

Richmond, Va. – May 14, 2009 – Twenty three percent of current workers in advanced technology and manufacturing careers may retire by the end of 2010. To help the industry prepare for these career vacancies, the Virginia Manufacturers Association (VMA) and the Virginia Biotechnology Association (VaBIO) have partnered to launch the *Dream It. Do It. Virginia 2.0* campaign.

Dream It. Do It. Virginia is a free, online resource to opportunities in advanced technology and manufacturing careers in Virginia. The campaign's new Web site (www.dreamitdoitvirginia.com) is launching May 15. The new site will give visitors a better understanding of advanced technology and manufacturing careers; types of skills required to obtain positions in these fields; opportunities available in the commonwealth; information about and links to training that will provide participants with transferable skills that are marketable across employers in high demand industries; and a job board where career seekers can post resumes or search positions listed by employers in the industry.

"*Dream It. Do It. Virginia* is a great resource for job seekers in Virginia and the new site has a lot of added value for visitors," said Mark A. Herzog, executive director, VaBIO. "With our partnership with the Virginia Council on Advanced Technology Skills (VCATS), we are able to direct job-seekers to openings or to customized training programs that provide credentials for 21st Century advanced technology careers."

There are a total of 19 industries that comprise the advanced technology and manufacturing sector. With the push for increased workforce development taking center stage, *Dream It. Do It. Virginia* is the "go-to" resource for advanced technology and manufacturing career seekers throughout the commonwealth.

Along with the launch of the new Web site, *Dream It. Do It. Virginia* is also partnering with several well-known Virginia businesses and organizations to co-sponsor Richmond's first annual Dominion Riverrock Festival. The Dominion Riverrock Festival takes place May 15 and 16 on Brown's Island in Richmond and will feature live music, including headliner Rusted Root, along with a mud run, 10k trail run, big dog air competition, and many other exciting outdoor activities.

"We are very excited about the launch of *Dream It. Do It. Virginia 2.0*," said Brett Vassey, president and CEO, VMA. "Representatives will be available at the *Dream It. Do It. Virginia* tent to talk to attendees about career and training opportunities in advanced technology. From making jets fly to creating life-saving medicine, today's careers in advanced technology offer great pay, provide for a high quality of life and offer people transferrable skills to multiple industries."

For more information about *Dream It. Do It. Virginia*, go to www.dreamitdoitvirginia.com or for more information about the Riverrock event, visit www.sportsbackers.org.

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