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FOR IMMEDIATE RELEASE:

**The Greater Akron Chamber Continues the Fight Against Brain Drain!
*Get Connected with the NEW Young Professionals Network***

More than five years ago, the Greater Akron Chamber made “clogging” brain drain a priority. In other words, the Chamber began researching ways to prevent talented young people from leaving the Greater Akron region in order to achieve their goals elsewhere. From that research, the Young Professionals Network (YPN) was born.

Presently, the YPN is being restructured in order to offer more valuable, exciting and unique opportunities for YP's; and in turn, make a bigger impact on the attraction and retention of future community leaders. YPN Work Crews (a cooler name for committees) have been established and are developing these opportunities under three main focus areas:

- **Next Generation Leadership Crew** - Purpose: Create and promote leadership, education and professional development opportunities through the YPN Speaker Series and the new YPN Mentorship Program.
- **Marketing the Region Crew** - Purpose: Create a program that will also act as a talent recruiting tool, in which executives, HR professionals and those new to Akron are taken on a community classroom tour, learning why Akron is an awesome place for YP's to live, learn, work and play.
- **Community Engagement Crew** - Purpose: Promote important local issues that affect young professionals and the future growth of the Greater Akron Region and educate them about the importance of public policy and the election process.

Studies have shown that young people first choose a place to live, then look for jobs. As part of the Chamber's Advance Akron campaign, the YPN will work to promote Greater Akron as a place for young people to “put roots down” and achieve their life goals. YPN will offer YP's unique opportunities to grow both personally and professionally as well as encourage them to take ownership in the community

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so they are inspired to lead with enthusiasm, determination and passion. YPN is an outlet for the next generation of leaders to channel their energy and enhance their potential so they look at Greater Akron as a preferred place to live.

Angela Presutti, YPN Director said, "The Greater Akron Region offers many opportunities and amenities that young people may not be aware of. The YPN will work to connect YP's to each other and to the community to change the perception that you have to leave this area to find success or things to do."

The Greater Akron Chamber is planning a YPN Re-Launch Party for **Thursday, January 20, 2011**, at the Uncorked Wine Bar at 22 N. High St., in Akron. The event is free and all are invited to learn more about the YPN's exciting new initiatives. A cash bar and appetizers will be available. For those interested in attending, RSVP to Angela Presutti at (330) 237-1263 or presutti@greaterakronchamber.org.

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The mission of the Greater Akron Chamber is to drive economic development and prosperity for the people of the Greater Akron Region.