



For Immediate Release  
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## **MONROE COUNTY EXECUTIVE ADAM BELLO, ROCHESTER MAYOR MALIK EVANS ANNOUNCE CAMPAIGN TO HIGHLIGHT APPRENTICESHIP OPPORTUNITIES**

*Campaign will celebrate, highlight rewarding careers in trade and construction industries*

**ROCHESTER, NY** — Monroe County Executive Adam Bello and Rochester Mayor Malik Evans today announced a new media campaign to recruit more young men and women into trades and construction careers. The County of Monroe Industrial Development Agency (COMIDA) and the City of Rochester each approved \$100,000 in matched funding for the Rochester Building and Construction Trades Council (RBCTC) to support the campaign. The City's funding pledge is subject to City Council approval.

*"Careers in the trades and construction industries are personally and financially rewarding – and we need more people to consider this career path so we can continue to grow our economy and our infrastructure," said County Executive Bello. "Thank you to the COMIDA board of directors and its board chair, Ann Burr, and for supporting this critical initiative – and thanks to Grant Malone and the RBCTC for expanding our local workforce."*

*"We are excited to partner on this media campaign to make the city's youth aware of the fantastic opportunities available in the trade and construction industries," said Rochester Mayor Malik Evans. "With building and development projects happening all over the city and more in the pipeline, we want to see young men and women from all over Rochester benefit from our investments to build a city with a prosperous future."*

*"The COMIDA Board invests in growth companies that expand our economy and this campaign is part of our investment in growing the workforce to fill these new job opportunities," said Ann Burr, COMIDA board chair. "This campaign will illustrate the enormous opportunities for life-changing careers in the skilled trades."*

*"We are launching a campaign to educate and energize our local workforce about the career opportunities that the RBCTC offers — there is no better time than now to pursue a life-changing career in the construction industry," said Grant Malone, president of the Rochester Building and Construction Trades Council. "Thank you to Monroe County Executive Adam Bello, the COMIDA Board and Mayor Malik Evans for your support."*

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