



Media Release

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CANADA'S LEADERS IN ABORIGINAL HUMAN RESOURCE LAUNCH NEW NAME AND WEBSITE TO ADVANCE ABORIGINAL WORKFORCE

NATIONAL - As part of its commitment to advance an Aboriginal workforce and create workplaces that are inclusive of Aboriginal people, the Aboriginal Human Resource Council (AHRC) is officially launching a new name and website to coincide with National Aboriginal Day on June 21, 2007.

The site provides human resource professionals and career practitioners from the public/private sectors and Aboriginal community with timely news, tools and events to help build connections, partnerships and solutions that advance Aboriginal training, recruitment, retention and advancement strategies in Canada. The new site is located at www.aboriginalhr.ca.

"As Canada recognizes National Aboriginal Day and the contributions and successes of our First Nation, Métis and Inuit people, I would like to remind Canadians to acknowledge the Aboriginal heritage of our workforce, the disconnect, and the many successful Aboriginal labour market programs that now exist within every sector and every region of Canada," says Kelly Lendsay, President and CEO of AHRC. "Let us also acknowledge that on a national scale, a disconnect still exists between the potential skills contribution made by the Aboriginal workforce and the view held by some business and labour leaders on this contribution."

The council's new name will resonate better among Canadians and help assert its value proposition. Its new brand will help advance the council's private/public sector growth strategy, and reinforce that its perspectives and opinions are reflective of private, public and Aboriginal constituents.

Aboriginal people face an economic gap that reflects disparities in education, employment, opportunities and social well-being. The nation is experiencing an Aboriginal baby boom... Canada's youngest and fastest growing human resource. This young upwardly mobile labour force wants and needs workplace opportunities for training, skills development and employment.

Across the nation employers are searching for innovative solutions to the skilled worker shortage. Many are taking aggressive action to recruit workers from beyond our national borders. Others are awakening to the competitive advantage of workplace diversity, inclusive of Aboriginal people.

AHRC, formally known as the Aboriginal Human Resource Development Council of Canada, was formed in 1998 as a public-private not-for-profit organization with a mandate to address Aboriginal labour market issues on a national level.

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