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WEARING THE CROWN

Helping Chicago's teens and young adults connect the dots between aspiration, action and achievement.

— by —

Nerdy
MEDIA

Free Career Building Workshops

CHICAGO, IL (JANUARY 23, 2017)



Nerdy Media is pleased to introduce Wearing The Crown, a free career building workshop for teens and young adults. WTC is designed to help participants learn what it takes to be successful in the 21st century. It is available for free to groups of 15 or less.

Nerdy Media is a non-profit organization committed to helping disconnected youth develop the skills to enter the workforce. The mission is to empower individuals with the know-how to not only take advantage of opportunity but to create it for themselves. Nerdy Media aims to show participants "the big career picture" by helping them differentiate between a job and a career as well as understand entrepreneurship.

Partners La Toia Brown, founder, and Dave LaTulippe, marketing director, are the driving force behind Nerdy Media. Collectively, their goal is to empower youth by equipping them with both life and career skills. They strive to share practical knowledge and insights that will contribute to success in a complex job market.

According to Brown, "Nerdy Media is a continued investment in the people and culture of Chicago's south side. Wearing the Crown is a reminder to youth that they have potential and that they must invest in their education and embrace a growth mindset."

The U.S. Chamber Foundation says that education is critical to employee advancement. Employers are seeking new hires who have career specific training and work experience. However, the ability to learn new skills and solve problems are on the top of the list in sought after skills. In addition, employers are interested in employees who have soft skills and can work well with colleagues.

Wearing The Crown participants will explore **life skills, 21st-century employment opportunities** and **financial literacy**.

They will also learn about what employers are really after:

- » *employees who think on their feet.*
- » *employees who show up willing and ready to work.*
- » *employees who want to learn and grow.*

WTC participants will gain skills that'll prepare them for the real-life career exploration process. They will learn about budgeting and personal finances. They will learn about in-demand careers and occupations. They will learn the answers to questions that will prepare them for the competitive 21st-century workforce.

- » *What is a transferrable skill?*
- » *Why do I need financial literacy?*
- » *When should I start learning about career pathways?*

WTC participants will learn about the importance of having a growth mindset and an entrepreneurial spirit. Workshop activities promote the importance of believing in yourself, working hard and putting effort into learning. Activities also focus on the concepts of continuous improvement, optimism, and working hard to achieve success.

Nerdy Media wants to help improve employment rates for youth and young adults from Chicago's South Side. *Wearing the Crown* will help them make the connection between aspiration, action and achievement. There is no cost for on-site workshops offered in coordination with non-profits, state agencies, churches and other human services organizations.

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**Your crown
has been
bought and
paid for.
All that you
have to do is
put it on.**

~James Baldwin



Contact Us

To learn more about *Wearing The Crown*, Nerdy Media, or partnering, contact

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