



CITY OF BALDWIN PARK

Media Advisory

For Immediate Release

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City of Baldwin Park to Announce the Second Year Launch of the NextGen Youth Workforce Program

BALDWIN PARK, CA - The City of Baldwin Park has once again partnered with the Goodwill Southern California East San Gabriel Valley America's Job Centers of California (AJCC), the Baldwin Park Unified School District and other community partners to launch the second year of the NextGen Youth Workforce Program. The NextGen Youth Workforce Program is a job preparation program that serves Baldwin Park residents between the ages of 14-24. A press conference will be held at the Courtyard by Marriott Baldwin Park on Tuesday, May 2nd at 9:30 a.m. to announce the return of the program and to celebrate the first year's success.

Last year, with City Council direction and in partnerships with other community partners the NextGen Youth Workforce Program was established for the first time to serve Baldwin Park residents between the ages of 14-24. The program offered local youth, including at-risk youth constructive employment options while on summer break. A total of 71 youth went through the program and the program is now being brought back for a second year to continue to build on that success. Improvements for the second year include conducting a city-wide related job fair, expanding employment options for participants, recruiting major private employers in the city and expanding efforts to reach the 18-24-year-olds.

What: A press conference for the City of Baldwin Park, Goodwill Southern California East San Gabriel Valley America's Job Centers of California (AJCC), Baldwin Park Unified School District, and other community partners to announce the kickoff the second year of the Next Gen Youth Workforce Program.

Who: Baldwin Park Mayor Emmanuel J. Estrada, Mayor Pro-Tem Monica Garcia, Council Member Alejandra Avila, Council Member Jean M. Ayala, Council Member Daniel Damian, Baldwin Park Chief Executive Officer Enrique C. Zaldivar, Baldwin Park Unified School District Board President Diana E. Miranda-Dzib, J.D., Board Clerk/Vice President Christina Lucero, Board Member John B. de Leon, Board Member Santos Hernandez, Jr., Board Member Deanna C. Robles, Baldwin Park Unified School District Superintendent Froilan Mendoza, Goodwill Southern California East San Gabriel Valley America's Job Centers of California (AJCC) Regional Director Gaby Goetz

Where: Courtyard by Marriott Baldwin Park, 14635 Baldwin Park Towne Center, Baldwin Park CA 91706

When: Tuesday, May 2, 2023, at 9:30 a.m.

About the City of Baldwin Park

Baldwin Park is a nearly seven-square-mile, suburban community of 72,000 residents in the heart of the San Gabriel Valley. As the hub of the San Gabriel Valley, Baldwin Park is known for its ease of access and mobility, young and diverse residents, and vibrant, growing business community. For more information, visit baldwinpark.com or follow Baldwin Park on Facebook (@BaldwinParkCAGov), Instagram (BaldwinPark_CAGov), and Twitter (BaldwinParkCA_)

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