



CITY OF BALDWIN PARK

Media Advisory

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City of Baldwin Park to Announce Launch of Youth Workforce Development Program

Baldwin Park, CA – The City of Baldwin Park has joined forces with Goodwill Southern California, East San Gabriel Valley America’s Job Center of California (AJCC), and the Baldwin Park Unified School District to launch the NextGen Youth Workforce Program to prepare the next generation of business and government professionals in Baldwin Park. The program launch will be announced at a press conference held in the courtyard at Baldwin Park City Hall on Wednesday, May 25 at 2 p.m. and feature local employers, students and dignitaries

The year-round program will kick off on June 6 for at least 70 of the 270 Baldwin Park youth ages 14-24 who will be employed through NextGen. To help provide a full summer employment experience, the City of Baldwin Park this month approved \$170,000 to hire those 70 youth to work in local government during the time between the end of the Baldwin Park Unified school year on June 2 and the official start of NextGen on July 1.

“The City is excited to introduce our youth to public service opportunities in our City departments,” said Mayor Emmanuel J. Estrada. “Many of our City leaders got their starts in public service in similar workforce programs. So we’re all very passionate and committed to providing these opportunities to our city’s young adults to help them embark on the path to success by building valuable professional skills and earning income.”

All 270 students will be employed through participating employers, which also include local small businesses and large employers like Goodwill Industries, Kaiser Permanente, Target and Home Depot. Students who participate in youth workforce programs improve their chances of educational attainment, college enrollment and future earnings. The program strives to provide 300 paid employment opportunities throughout the year for Baldwin Park’s 14-24-year-old population, which represents nearly one-third of City residents.

What: A press conference for the City of Baldwin Park, Goodwill Southern California and community partners to announce the launch of the NextGen Youth Workforce Program, which is designed to employ Baldwin Park youth ages 14-24 and support youth breakdown barriers to their workforce participation and professional development.

Who: Baldwin Park Mayor Emmanuel J. Estrada, Mayor Pro Tem Daniel Damian, Council Member Alejandra Avila, Council Member Paul C. Hernandez, Council Member Monica Garcia and program partner representatives.

Where: Baldwin Park City Hall courtyard, 14403 E. Pacific Avenue, Baldwin Park, CA 91706

When: Wednesday, May 25, 2022 at 2 p.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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