



CITY OF BALDWIN PARK

Press Release

For Immediate Release

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NextGen Youth Workforce Program Returns to Baldwin Park for Third Year

BALDWIN PARK, CA – The City of Baldwin Park is proud to once again partner with New Ways to Work, Goodwill Southern California, LA County America's Job Center of California, Baldwin Park Unified School District and Baldwin Park Business Association to launch the third year of the NextGen Youth Workforce Program.

The NextGen Youth Workforce Program is a job preparation initiative that serves Baldwin Park high school students and residents between the ages of 14-24, including those seeking first-time employment. It will kick-off with a job fair on Tuesday, May 7, from 9:30 a.m.-1 p.m. at Courtyard by Marriott Baldwin Park, where young workers will get to connect with potential employers. Baldwin Park residents are strongly encouraged to attend.

The event will kick off at 9:30 a.m. with a press conference to celebrate the program's return and its accomplishments. The Baldwin Park City Council will be present, as well as Baldwin Park Unified School District board members and other partner organization representatives.

"NextGen 2024 will feature a new and exciting addition to its programming: the Big Brother Big Sister of Greater Los Angeles Mentoring Program, which will be incorporated into the training and orientation component for all NextGen participants," said Baldwin Park Mayor Emmanuel J. Estrada. "NextGen's transformational impact on all participants will now be even more effective with the inclusion of this new Mentoring Program, which I am very excited about."

"As a long-time employee of the Baldwin Park Unified School District, it brings me great joy to see this job fair open doors of opportunity for our local students," added Baldwin Park Councilmember Alejandra Avila. "The NextGen Youth Workforce Program is a great example of what we can achieve as partners working together in the community."

The NextGen Youth Workforce Program was established in 2022 to offer local youth, including at-risk youth, constructive employment options while on summer break. Participants will have the opportunity to earn money while they build valuable employment and life skills and connections with employers in the local community. The program is also designed to help local businesses find employees from right

here in Baldwin Park. It is not only an investment in the local youth, we also an effort to build up locally owned and operated businesses.

“The NextGen Youth Workforce Program has developed into a one-of-a-kind opportunity for our students,” said Baldwin Park Unified School District Board President Diana E. Miranda-Dzib. “We don’t want our students to settle for just any job. By working with our partners, we can provide a platform for these young people to connect with employers within our community. This way, we can provide employment opportunities that keep our talented students close to home and allow them to help to build something special.”

For more information about the job fair, please contact KRoman@BaldwinPark.com. For information regarding the NextGen Youth Workforce Program and partnerships, contact Nextgen@goodwillsocal.org.