



FOR IMMEDIATE RELEASE

Canada Company and the Canadian Education and Research Institute for Counselling (CERIC) announce the launch of *Military to Civilian Employment: A Career Practitioner's Guide*.

January 25, 2016 (Toronto, ON) — [Canada Company](#), the leader in Military Employment Transition has partnered with [the Canadian Education and Research Institute for Counselling](#) (CERIC) to provide the over 100,000 Canadian career service professionals with the tools they need to help Veterans transitioning into civilian careers

In 2016, there will be approximately 5,000 new, highly skilled Veterans entering the competitive job market, and one in four will have difficulty transitioning to civilian life despite bringing unique skills and experiences to potential employers. Veterans are facing various challenges including, employers not understanding military culture and systems, the career development needs of Veterans, or how to determine civilian equivalencies.

Canada Company and CERIC worked closely with the Canadian Armed Forces, Veterans Affairs Canada, Military Family Services, military-friendly employers, post-secondary institutions, front line career professionals, and Veterans and their families to develop *Military to Civilian Employment: A Career Practitioner's Guide*.

“Our nation is embracing the challenge of educating and empowering military members and Veterans as they choose to take what can be an overwhelming step for their next career,” said Angela Mondou, President of Canada Company. “We are proud of our partnership with CERIC and more importantly the huge difference thousands of well informed career professionals will make in supporting the challenges of the Veteran transition experience. The *Military to Civilian Employment: A Career Practitioner's Guide* helps Canada get one step closer to a nation that appreciates our members who have served.”

At CERIC, the projects we support are driven by need,” said Jan Basso, Chair of CERIC and Director of Co-operative Education and Career Development at Wilfrid Laurier University in Waterloo, ON. “For the last few years, we have been hearing that career professionals across Canada are seeing more clients come to them from a military background. Career professionals are looking for a specialized resource they can use in helping Veterans make the transition to meaningful and satisfying work in the civilian labour market.

The guide will be officially launched at CERIC's 10th annual Cannexus conference - taking place at Ottawa's Shaw Centre from January 25-27th. Cannexus is the largest bilingual career development conference in Canada, where over 900 attendees will explore innovative approaches in the areas of career counseling and career development.

Canada Company and CERIC are also pleased to welcome General (Retired) Walter Natynczyk, Deputy Minister Veterans Affairs Canada, to the official launch of *Military to Civilian Employment: A Career Practitioner's Guide*. Veterans Affairs Canada and the Canadian Armed Forces have both played an integral role in the development of the guide, and General Natynczyk's presence at the launch today demonstrates the continued commitment of the Federal Government in helping our military members and Veterans as they transition into civilian employment.

Following the launch, the guide will also be available in print, ebook (via Amazon and Chapters/Indigo) and as a free pdf at www.ceric.ca/military.

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About Canada Company:

Canada Company is a federally registered charity created in 2006 by Canadian businessman and Honorary Colonel, Blake Goldring M.S.M., LL.D., CFA. With its deep connection to both the military and Canada's business community, Canada Company connects businesses with military tested resources, and provides a seamless transition into the civilian workforce. Canada Company offers the Military Employment Transition - MET Program; hosts the National Transition Symposium and Strategic Knowledge Exchange; and funds Scholarships for children of soldiers killed while serving on an active mission with the Canadian Armed Forces. To learn more visit: CanadaCompany.ca.

About CERIC

The Canadian Education and Research Institute for Counselling (CERIC) is a charitable organization that advances education and research in career counselling and career development, in order to increase the economic and social well-being of Canadians. It funds projects to develop innovative resources that build the knowledge and skills of diverse career professionals. CERIC also annually hosts Cannexus, Canada's largest bilingual career development conference, publishes the country's only peer-reviewed journal, The Canadian Journal of Career Development, and runs the free ContactPoint / OrientAction online communities, which provide learning and networking in the career field. www.ceric.ca

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