



FOR IMMEDIATE RELEASE

Canada Company announces the launch of the Atlantic Canada Chapter and the 1st Military Employment Transition Atlantic Conference.

May 25, 2016 (**Toronto, ON**) — Canada Company, the leader in military employment transition, will be hosting their annual regional MET Conference in Halifax from May 31st to June 1st and is excited to announce the launch of an Atlantic Chapter chaired by the regional business leader HCol David Gough, and honoring the region's legacy of dedication to the Canadian military. To demonstrate their commitment to the area, this launch is a first of its kind and will also include Canada Company's signature events, METSpouse, CareerConnect, Strategic Knowledge Exchange and VET 2 Business.

In 2016, there will be approximately 5,000 new, highly skilled Veterans entering the competitive job market. One in four will have difficulty transitioning to civilian life despite bringing unique skills and experiences to potential employers. Some of these Veterans in Atlantic Canada are finding it particularly hard to find careers and build connections for a successful transition – often making it necessary for them to search for careers elsewhere.

The Military Employment Transition (MET) program, developed in 2012, assists Canadian Veterans transitioning to the civilian workforce. The program provides opportunities, resources, training and support for Canadian businesses to connect directly to and benefit from military tested talent. Since 2012, the MET program has helped 1,370 Military Veterans successfully transition with over 200 of Canada's top companies.

The MET Atlantic Conference is free for members of the Military community and will provide both Canadian Veterans and the business community a chance to connect in a professional setting. The MET Atlantic Conference will be one-of-a-kind, as Canada Company launches both the new local chapter and signature events that will demonstrate their support to Atlantic Canada.

This chapter will allow for a targeted focus on those who live in Atlantic Canada. Initiatives will directly support the area and provide a better regional context for those who are looking for ways to support members of the Canadian Armed Forces and their families. The chapter will help ensure that highly skilled Veterans in the area can stay in Atlantic Canada and find fulfilling and successful careers.

“We have a large military presence in Atlantic Canada and thought it was very timely for us to open a chapter there,” said Angela Mondou, President, Canada Company. “With that in mind, we wanted to make noise in the region by activating our other signature programs during the conference. Atlantic Canada will have full access to all of the programs we offer to ensure we are servicing the area in a meaningful way, right from the start.”

Attendees will also be the first to use the MET Career Fair Plus app, designed for an enhanced and mobile conference experience. Additionally, Canada Company will be hosting a Strategic Knowledge Exchange on June 1st, a platform for Canada's influential senior regional military leadership to connect with local business leaders to help resolve issues facing the nation's defence. This year's topic at the MET Conference will be relevant to the region and will ensure all parties are working together to find a solution.

As part of the commitment to help keep local talent in the Atlantic region, Canada Company has partnered with Canadian Armed Forces, Veterans Affairs Canada, ADIANS, Greater Halifax Partnership, Halifax Chamber of Commerce, Canadian Forces Liaison Council, International Women's Forum, and Military Family Resource Centre.

"Atlantic Canada is in need of this support – the issue has become topical for the area and there is no better time to launch something like this," said David C. Gough, Chair of the Canada Company Atlantic Chapter. Adding, "the programs that Canada Company provides the military are one of a kind and a chapter that is specific to the area will allow us to strictly focus on the people who live here."

For more information on Canada Company visit: canadacompany.ca

-30-

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. Canada Company takes pride in serving our country in many ways, celebrating our Military heroes, and their families, and fostering a mutually beneficial exchange between Canada's remarkable military tested resources and our innovative Canadian business community – helping create a Better Canada. A trusted Program Builder, Canada Company offers the Military Employment Transition - MET Program; hosts the National Transition Symposium and Strategic Knowledge Exchange; and funds Scholarships for children of military members killed while serving on an active mission with the Canadian Armed Forces. To learn more visit: CanadaCompany.ca

For more information:

Lawvin Hadisi

REPUBLIC

416.537.4444 x 1010

Lawvin@iamtherepublic.com