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STRIVE ATLANTA KICKS OFF ITS VIRTUAL CERTIFIED LOGISTICS TECHNICIAN PROGRAM AMID PANDEMIC

Pilot program for Atlanta and New York participants prepares them for supply chain careers

Atlanta, GA—New-York based national leading workplace development solution, STRIVE, announced the kickoff of its Certified Logistics Technician Program following the recent opening of its (virtual) doors in Atlanta. The pilot program is the first that STRIVE Atlanta has launched since announcing its site expansion in January.

The new Certified Logistics Technician program, delivered virtually due to the pandemic, includes participants from both Atlanta and New York in this cohort and is anticipated to graduate approximately 350 participants in its first three years of full operation. The program offers a pathway toward family-sustaining careers for its participants.

"STRIVE has always risen to the challenge of providing the right training opportunities," **said STRIVE Atlanta Executive Director Jomal Vailes.** "Even during a pandemic, we remain focused on our mission. This new Certified Logistics Technician program will provide a path for our participants even as the global consumer landscape reacts to the world's shift. Our graduates will be well prepared to compete for jobs as the market responds to rapid changes in online consumerism during the pandemic."

According to a September Bureau of Labor Statistics Jobs Report, Metro Atlanta added approximately 24,200 new jobs in August. However, despite adding back nearly 60 percent of the jobs lost during the initial pandemic shutdown, there is still much to be done before returning to a pre-pandemic economy.

"We are grateful to our friends at the Annie E. Casey Foundation and anchor funders for STRIVE Atlanta—Goldman Sachs Fund for Racial Equity, and Atlanta CareerRise, among others—for their continued commitment to our mission," **said STRIVE President & CEO, Philip Weinberg.** "Their backing—particularly during such uncertain times—will place our graduates in competitive standing as the economy begins a sustained reopening."

According to Hire Dynamics, a staffing and employment agency in Atlanta specializing in warehouse, manufacturing, and call center positions, among others, there is an opportunity for individuals to look at switching careers.

"Despite a lower Atlanta unemployment rate in August, we will focus on delivering a quality program to provide options," added Vailes. "Research shows that hiring is strong at e-commerce, logistics, and manufacturing firms during the pandemic; this gives our participants hope even as we look toward holiday and seasonal opportunities."

"We are very excited to launch our partnership with STRIVE to help people live, work, and thrive along the Atlanta BeltLine," said **Atlanta BeltLine Partnership Executive Director Rob Brawner**. "We look forward to building on the pilot class in logistics and distribution over the coming years to connect BeltLine residents with family-supporting careers and economic opportunities."

The Certified Logistics Technician program is tuition-free and offers skills training and the necessary coaching to begin a career in the supply chain industry. The hands-on and occupational skills training will take place in partnership with Atlanta BeltLine, a former railway corridor currently under development support multiple recreation and transportation opportunities, and at Atlanta Technical College, whose mission supports technical education opportunities, general and technical literacy, as well as academic skills and knowledge. Participants will receive industry-recognized credentials, on-the-job training, mentoring from business veterans, and career entry opportunities with competitive wages upon completion. The pilot class will graduate on November 24, 2020.

About STRIVE

STRIVE (www.strive.org) is a national workforce development leader that successfully provides services to populations facing significant employment barriers for more than 35 years. STRIVE's proven model moves students into careers that lead to upward mobility and defines the American dream. Headquartered in East Harlem, NY, since its founding in 1984, STRIVE has helped more than 75,000 graduates prepare for career success through employment programs geared toward adults, young adults, and those with involvement in the justice system.