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GOOGLE BRINGS ECONOMIC OPPORTUNITY INITIATIVE, GROW WITH GOOGLE, TO CONNECTICUT

Google Events Aim to Create Skilled Workforce of the Future in Connecticut

Hartford, CT -- Today, Google announced that it is coming to cities and towns throughout Connecticut as part of the tech company's Grow with Google initiative to help create economic opportunity in communities across the United States. Google will kickstart this work locally by hosting free, one-day events in three libraries to help job seekers, small business owners, students, educators and entrepreneurs improve their digital skills.

"Connecticut is one of our country's most historic centers of innovation, entrepreneurship and manufacturing. By bringing the 'Grow with Google' tour to the state, we are making a commitment to help develop a skilled workforce that can meet the needs of the Constitution State's growing economy," said Erica Swanson, Google's Head of Community Engagement.

Connecticut tour dates, cities and locations include:

February 11th in Hartford at the Hartford Public Library-- Albany Library

- 8:30am to 5:00pm
- Hartford Public Library -- Albany Library
1250 Albany Avenue,
Hartford, CT 06112

February 13th in New Haven at the New Haven Free Public Library

- 9am to 4:30pm
- New Haven Free Public Library
133 Elm Street
New Haven, CT 06510

February 15th in New London at the Public Library of New London

- 9am to 4:30pm
- Public Library of New London
63 Huntington Street
New London, CT 06320

In recognition that libraries are increasingly centers for digital skills learning, Grow with Google plans visit libraries in every state, partnering with them to deliver digital skills trainings directly to jobseekers and small businesses in their community. We will also train library staff and nonprofit leaders on a range of Grow with Google's free tools and curriculum they can use on a daily basis.

Google staff will lead hands-on workshops about online marketing for small businesses, search engine optimization, email basics and coding. Attendees can also sign up for one-on-one training with Google staff, and tour demo booths to learn more about Google's free products for learners and small businesses. Attendees are welcome to drop in for a few sessions or stay all day.

Google is partnering with Greater New Haven Chamber of Commerce, Hartford Chamber of Commerce, Hartford Public Library, New Haven Free Public Library, and Public Library of New London as well as the American Library Association to ensure that Connecticut residents across the state have ongoing access to free digital-skills tools and resources for job-seekers, small businesses and more. Following the Grow with Google event, Google will explore ongoing partnership opportunities with area organizations to help with job training and developing digital skills.

Google launched Grow with Google in October of 2017. The American initiative draws on Google's 20-year history of building products, platforms, and services that help people and businesses grow. Through this initiative, Google aims to help everyone across America – those who make up the workforce of today and the those who will drive the workforce of tomorrow – access the best of Google's training and tools to grow their skills, careers, and businesses.

Specifically, Grow with Google aims to help address the skills gap by preparing Americans for middle-skill jobs, positions that require some skills but not four year degrees. According to the National Middle Skills Initiative, middle skills jobs account to 49% of Connecticut's labor force. A recent study by Burning Glass and Capital One found that more than 8 in 10 middle-skill jobs (82%) require digital skills. Overall, middle-skill jobs average \$20 per hour.

In their 2017 Economic Impact Report, Google announced that 14,000 businesses in Connecticut generated \$4.13 billion in economic activity by using Google's search and advertising tools. The full report details Google's economic impact state-by-state, and features the stories of businesses fueling that growth, creating job opportunities, and transforming their communities.

According to the American Library Association, nearly three-quarters of public libraries assist their patrons with job applications and interviewing skills, 90% help their patrons learn basic digital skills, and just under half provide access and assistance to entrepreneurs looking to start a business of their own.

To learn more about the free event and to register, visit g.co/growconnecticut. Space will be limited; so please register in advance.

Community Partner Quotes:

"We are looking forward to helping even more people in our community through the Grow with Google initiative. Ensuring that our community residents and entrepreneurs have access to the internet, and to the digital content resources they need to be successful in their education, career and life is a critical role of Hartford Public Library," said Bridget Quinn-Carey, Hartford Public Library's Chief Executive Officer.

"Strong digital skills are fundamental to the innovation economy and the New Haven Free Public Library is thrilled to partner with "Grow with Google" to offer free skill-up workshops for job seekers, non-profits, small business owners and entrepreneurs. We look forward to welcoming the community to re-tool for personal, professional and career advancement. Learn forward with us @nhfpl!" – Martha Brogan, City Librarian and Director, New Haven Free Public Library

"In an increasingly technology dependent world, it is critical that we help the New London area public grow in their digital literacy so that opportunities are more accessible to them . By partnering with "Grow with Google", the Public Library of New London will be able to provide patrons with skills and knowledge that will be useful in their professional and personal lives." – Madhu Bajaj Gupta, Executive Director, Public Library of New London

"Small businesses and startups are vital to the success of Hartford, and are the backbone of a strong urban core with thriving neighborhoods and a top quality of life for our residents," said Julio A. Concepción, Executive Director of the Hartford Chamber of Commerce. "Grow with Google brings an international brand to our city to work with entrepreneurs and enhance the way they do business on a daily basis while contributing to the economic development of Hartford."

"We are excited about partnering with Google next month on their Grow with Google initiative to help our region's workforce grow their skills, careers, and businesses," said Garrett Sheehan, President & CEO of the Greater New Haven Chamber of Commerce. "As we prepare to host an Internship & Career Fair next

month, we know how critical it is to prepare today's workforce and ensure growth and success for our region."

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