



For Immediate Release

Tomorrow's Veterans Need a Supportive Employer Today!

Hamilton, On, October 27, 2008 –Imagine that you are a Canadian Forces Reservist sacrificing your evenings and weekends, family and personal time, to train in the country's defence. Now imagine that you also have to sacrifice your annual vacation for training because your employer doesn't understand or value your commitment to Canada. This is reality for many Reservists. Without any personal downtime reservists often burnout and are forced to retire from military service, taking with them invaluable experience and expertise. Given that 20-30% of current overseas deployments are being filled by reservists; the loss of trained soldiers due to employer indifference directly hinders our military's effectiveness and is a tragedy for those who serve.

Now a Canadian Forces Reservist has created an online solution called civiside.com with the goal of channeling young reservists graduating from post-secondary to employers that support the reserves and want to do their part in the defence of Canada. The concept is simple; approximately 38% of Reservists are post-secondary students. Nearly all of these student-reservists are looking for a full-time civilian job upon graduation. Connecting them with employers screened for reserve-friendliness will give the reservist more options and help increase the effectiveness of the reserves. In return, employers gain exceptional young candidates with the same academic credentials as their civilian peers, plus demonstrated *team-orientation, work ethic, leadership, reliability* and other qualities that are ideal in new grads.

Hiring a young Reservist and supporting their part-time military career, typically with two-weeks off annually for training, is a great way to support our **Future Veterans** and **Demonstrate Corporate Citizenship**.

Posting jobs is **Free**. Industry standard fee applies upon hire.

For more information please contact:

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