

MEDIA CONTACT: Tricia Anne Campbell
Senior Marketing & Communications Coordinator
tcampbell@rochesterworks.org

ROCHESTERWORKS BRINGS VIRTUAL REALITY-BASED CAREER EXPLORATION OPTION TO LOCAL RESIDENTS

Rochester, NY, January 26, 2023 – RochesterWorks is giving Rochester-area residents the opportunity to learn about different career pathways in high-demand fields using immersive virtual reality technology developed by economic development platform Transfr.

When we talk careers, youth are often familiar with food services and retail. Adults are often familiar with a larger number of career options in general but may be missing out on job-specific information that could help them make better-suited career choices. Thanks to new technology like Transfr VR, we can expose both youth and adults to more fields of potential employment that can help them see and choose a career pathway that works for them. And that pathway doesn't necessarily have to include a four-year-degree.

“Several hundred local students will graduate from High School this year that won't be going on to post-secondary educational programs. Transfr's VR Career Exploration can be an important tool for helping plant the seed, or spark an interest, and at the very least, providing this subset of youth with some exposure to potential careers when they leave high school,” **said Dave Seeley, Executive Director of RochesterWorks.** “Adult job seekers will find this is a great resource for them as well. Virtual career exploration is such an innovative way to learn new information about high-growth jobs and industries. It also works as an optional pre-cursor to deciding whether to apply for industry-related training or certification in pursuit of a particular career pathway such as carpentry, for instance.”

Transfr VR Career Exploration immerses users (via a VR headset and hand controllers) into a virtual environment where they are walked through short, informative simulations, learning about daily tasks and expectations for a variety of careers in different industries.

RochesterWorks currently offers virtual career exploration with the Transfr VR technology for a variety of high-growth industries, including manufacturing, warehousing & storage, skilled trades, hospitality & tourism, automotive technology, and public safety.

“We'd like to offer the opportunity to tryout the Transfr Career Exploration experience to schools, community-based organizations and at job fairs. Our goal is to reach as many people as possible, with an emphasis on proactively providing outreach to marginalized populations in our area,” **Seeley added.**

To learn more or set up a demo for your school or organization, please contact RochesterWorks. For youth demonstrations (ages 14-24) please email **Aja Love, Workshop and Training Specialist** at alove@rochesterworks.org. For adult demonstrations (ages 25-up) please email **Leroy Banks, Community Outreach Specialist** at lbanks@rochesterworks.org.

About RochesterWorks

RochesterWorks is Monroe County's largest employment and training initiative. We are a nonprofit dedicated to providing free employment and workforce services to job seekers, youth, and businesses in Rochester and the Greater Monroe County Area.

Learn more about RochesterWorks, our programs, events, and services by visiting <https://rochesterworks.org> or by calling our Career Center at 585-258-3500. (TTY: 800-662-1220). RochesterWorks is an equal opportunity program. Auxiliary aids and services are available upon request to individuals with disabilities.

About Transfr

For more information about Transfr and VR Career Exploration see <https://transfrinc.com> and <https://transfrinc.com/products/careerexploration/>.