



**FOR IMMEDIATE RELEASE:**

***USC, MYWORKSTER and 15 Other Universities to Host the First-Ever West Coast Multi-University Alumni Job Fair***

**New Model Combines Social Networking Technology, Unprecedented Collaboration & College Affinity to Connect Alumni with Employers**

**March 16, 2011**

Los Angeles — The USC Career Planning & Placement Center and the USC Alumni Association, in partnership with MyWorkster.com and 15 other universities, will host the first-ever west coast multi-school alumni career fair at USC's Ronald Tutor Campus Center on Friday, March 18, 2011.

Open only to alumni of participating universities, this one-day event will bring together job-seeking graduates and more than 60 employers, selected on the basis of available job openings, industry affiliation and alumni interest. Participating employers include Northrop Grumman, Slalom Consulting, Experian, Eli Lilly, Fox Entertainment Group, Kaiser Permanente, Target, The U.S. Department of State and the CIA.

Combining face-to-face and online engagement, the fair presents a new business model for improving alumni access to top employers. According to MyWorkster founder Tarek Pertew, "Alumni are increasingly reaching out to their alma mater for career assistance while employers are looking to cut costs in the recruitment process. This event addresses both needs by bringing together a seasoned pool of college graduates with a wide range of top employers."

"We are proud to host the first-ever west coast career fair in partnership with MyWorkster," says Lori Shreve Blake, USC's director of alumni & student career services at USC. "It is a win-win situation for alumni job seekers and employers recruiting highly talented and skilled alumni from America's top universities at one premier event."

**PARTICIPATING UNIVERSITIES:** University of Southern California, Arizona State University, University of California Berkeley Haas School of Business, DePaul University, Emory University, George Washington University, Indiana University, Loyola Marymount University, Pace University, Pepperdine University, University of Colorado at Boulder, University of Iowa, University of Notre Dame, University of Oregon, University of Utah and the University of Wisconsin.

About MyWorkster (<http://www.MyWorkster.com>)

MyWorkster (<http://www.myworkster.com/flash/video.html>) is a breakthrough social networking platform that connects members with employers, mentors, educational institutions and information resources to find the right job or advance their career. MyWorkster is changing the

way people connect by leveraging collegiate networks and common associations to facilitate career development and advancement.

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