

## **Second Annual Sonoma County CareerFest Happening March 7-9, 2022.**

**Open to all high school students in Sonoma County**

**For immediate release. Please run continuously until March 9<sup>th</sup>, 2022.**

The 2022 Sonoma County CareerFest, scheduled March 7<sup>th</sup> through 9<sup>th</sup>, is designed to provide Sonoma County high school students the chance to explore local career paths, talk to experts in various industries, and gain career readiness skills.

Local high school college & career counselors and work-based learning coordinators, the Sonoma County Office of Education (SCOE), and the Career Technical Education (CTE) Foundation teamed up to host the inaugural virtual event in April 2021 to provide students with important career-connected learning without having to host a large in-person event.

“Many Sonoma County high schools offered career events at their sites but transitioning those to a virtual platform was a very difficult undertaking,” said Brandon Jewell, Director of Industry Engagement at the CTE Foundation. “With this challenge shared across many of our local schools, we realized that we could come together to create a county-wide career event that can impact students all across Sonoma County.”

The free 2022 virtual community event kicks off with an interview on March 7<sup>th</sup> at 10:30 a.m. featuring celebrity chef and entrepreneur Guy Fieri. Guy will be discussing what makes the Sonoma County region so special to live, work, and play as well as tips on what it to be successful in restaurants, hospitality, tourism, and entrepreneurial careers.

The following two days will include interviews, panels, and career-readiness workshops, each featuring local business, community, and post-secondary representatives.

About 25 speakers and panelists representing a variety of local industries will offer career insight and advice for Sonoma County high school students. Details can be found at <https://ctesonomacounty.org/careerfest>.

“The Sonoma County CareerFest is unique because it has been designed by educators specifically for our local students,” said Nicole Cancilla, College and Career Counselor at Piner High School in Santa Rosa and member of the Sonoma County CareerFest planning committee. “We have such diversity in our Sonoma County industries, and we are excited for students to discover potential local career opportunities that they might not know are in their own backyard.”

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