



For Immediate Release  
May 10, 2011

[www.workforcedevelopment.ca/slome](http://www.workforcedevelopment.ca/slome)

**How does science, technology and the trades relate to careers in today’s labour market?**

SLOME 2011, one of Southwestern Ontario’s premier youth career exploration days, is an independent not-for-profit project of The Elgin Middlesex Oxford Workforce Planning and Development Board, which partners youth and business.

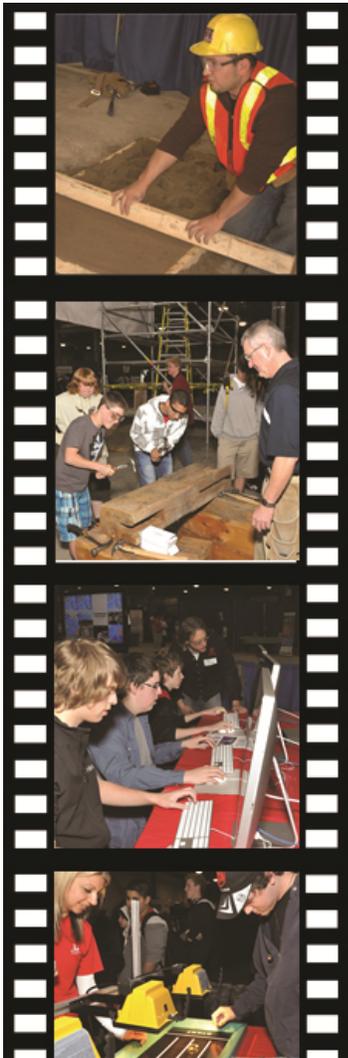
SLOME 2011, with the help of over **20 volunteers, 25 sponsors, 49+ interactive activities and 250 exhibitor representatives**, works hard to spark curiosity. It enables youth to sample careers they may not have considered before and gives them an opportunity to experience the transferable skills required in today’s job market and how science, technology and the trades relates to careers.

SLOME 2011 has over 2,800 students attending who are from Elgin, Middlesex, Oxford counties and The City of London in grades 7-12, including private schools and 4 different school boards

- Elgin – 415 students
- Middlesex – 260 students
- Oxford – 350 students
- London – 1,856 students
- 250 teachers/school volunteers

Rogers TV will broadcast its **daytime** program with Sabrina Pearson and Darrin Laidman live from SLOME. **daytime** live at 11:00 AM (encores at 3:00 PM, 11:00 PM and next day at 6:00 AM).

<b>Date:</b>	<b>Wednesday, May 11th, 2011</b>
<b>Opening Ceremonies:</b>	<b>8:00 am to 8:15 am</b>
<b>Hours:</b>	<b>8:30 am to 11:30 am</b>
	<b>12:30 pm to 3:30 pm</b>



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