



## Press Release

### The Supply Chain as a Career Choice: New Video Shows the Importance and Diversity of Supply Chain Jobs

**September 15, 2010, Mississauga, Ontario** – As part of its current Recruitment and Retention Project, the Canadian Supply Chain Sector Council has created a three-minute video intended for use primarily by supply chain employers and educators. The video is available in English and French in three versions for different audiences.

The video emphasizes the pride and passion that real people feel for their roles in the supply chain. It illustrates the wide and growing range of career options in the sector, and the critical importance of well-run supply chains. Its fast pace mirrors the speed of the supply chain for some of its practitioners, who face new situations on a daily basis and revel in the challenge.

The three versions of the video are different only in their final message. The “Join Us” version is meant to be used in recruitment efforts by employers and educators. Version 2, with a “Welcome” message, is for use by employers in orientation sessions for new employees. The third version, with its “Thank You” ending, is a retention tool for employers.

The videos can currently be seen on the Council’s website at [www.supplychaincanada.org/en/recruitment-retention](http://www.supplychaincanada.org/en/recruitment-retention). They will have a permanent home in the Recruitment & Retention Toolkit when it is launched later this year.

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The Canadian Supply Chain Sector Council is an all-stakeholder, not-for-profit organization responsible for the human resources strategy for the supply chain sector in Canada. The CSCSC is funded by the Government of Canada’s Sector Council Program.

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