



**For Immediate Release**

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**Lift & Move Career Fair**

*The Move to the Great White North*

Vaughan, Ontario, April 2019. Matcom will be resurrecting the forgotten trades; bringing attention to an issue throughout Canada. Matcom will be holding an upcoming Lift & Move event in Vaughan, Ontario to help raise awareness surrounding the need for trade workers. While the trades industry has advanced along with technology, and how interesting and fun it has become. Matcom will be holding this event with title sponsors such as Anderson Haulage and the Crane Rental Association of Ontario.

This event is will be the first of its kind in Canada. The well-known brand of Lift & Move is normally held exclusively in the United States; however, Matcom values this type of event so much because it really does go above and beyond to inspire today's youth. President of Matcom Matthew Rix believes so much in this event, that after witnessing it being held in Portland, Oregon, he knew it was essential for Canada.

“Popular shows like ‘How It's Made,’ represent only a small part of the industrial sector. It's time to show the next generation of workers how the industrial machines they were watching were installed in factories. With the help of Lift & Move, Matcom and its partners will deliver a peek inside the world of rigging, heavy hauling, and cranes. Students will learn that this industry is the backbone of the industrial sector, and how these services impact their daily lives,” said Matt Rix, President of Matcom.

There has been a growing problem within the trades industry in Ontario and across North America. Younger generations are going away from more traditional trade jobs due to an increase in technology advancements. The trade industry can often be viewed as unsexy, boring and tedious work. Nothing could be further from the truth. Canada was built on hardworking and dedicated tradesmen.

This hard work mentality needs to be reinstalled within the Canadian workforce and Matcom has stepped up and with the help of Lift & Move they are determined to begin the installation.

Lift & Move Canada will bring clarity to the next generation about the trades industry and help to explain how these jobs are not only fun and exciting; but can also help to provide a career for many young individuals. The event will be open to young adults from the ages of 15 – 25; focusing mainly on high school and college students. These are trade careers to build a life around and not just simply jobs to get by.... (List feature sponsors what they are looking to portray)

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If you would like more information about this topic, please call Alexander McCleave at 416-667-0463 Ext. 219, or at [amccleave@matcom.com](mailto:amccleave@matcom.com) and visit [www.matcom.com](http://www.matcom.com). Twitter/Facebook: @matcom1976